



<https://jobfever.govhelp.in/job/swiggy-recruitment-2024-job-alert-product-marketing-manager-post/>

Swiggy Recruitment 2024 – Job Alert – Product Marketing Manager Post

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
January 9, 2024

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Valid through
31.08.2024

Base Salary

USD 15,100 - USD 20,600

APPLY NOW

Qualifications

12th Pass/Graduate

Employment Type

Full-time

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Description

Swiggy Recruitment 2024

As a Product Marketing Manager (Fresh Graduate), you'll play a crucial role in bringing our exciting new products to market. You'll become the voice of the product, crafting compelling messaging that resonates with our target audience and drives adoption. You'll be involved in every stage of the product lifecycle, from pre-launch planning to post-launch analysis, and you'll have the opportunity to learn from and collaborate with experienced professionals across various departments.

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Responsibilities:

- Conduct market research to identify target audiences and understand their needs, challenges, and buying behaviors.
- Develop and implement go-to-market strategies for assigned products, including creating product positioning, messaging, and value propositions.
- Collaborate with the product and marketing teams to develop marketing materials, such as product briefs, case studies, presentations, and website content.
- Execute launch campaigns and manage PR activities to generate awareness and buzz for new products.
- Track and analyze marketing performance metrics and adapt strategies

based on data insights.

- Support the sales team by providing product training and sales collateral.

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Swiggy Careers

Skills:

- Excellent written and verbal communication skills, with the ability to tailor messaging to different audiences.
- Strong analytical and problem-solving skills.
- Ability to work independently and manage multiple tasks simultaneously.
- Proficient in digital marketing tools, such as Google Analytics and social media platforms.
- Bachelor's degree in Marketing, Communication, or a related field (preferably with a focus on technology or product marketing).
- Passion for learning and staying ahead of the curve in the ever-evolving marketing landscape.

Important Links

Find the Link in [Apply Now](#) Button

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