



PR/109322 | Strategic Marketing Specialist (BU PVOH)

Job Information

Recruiter
[JAC Recruitment India](#)
Job ID

1539114

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

May 13th, 2025 10:24

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Position: Strategic Marketing Specialist (BU PVOH)

Location: Mumbai

Department: BU PVOH

Role Purpose: Market Research, Project Management and Competency Leadership of company PVOH Division's products

KEY ACCOUNTABILITIES & ACTIVITIES-

Key Accountability Areas- Market Research

Key Activities-

- Analyse market trends including macro trend assessment and competitive analysis.
- Identify emerging and untapped growth opportunities by segmenting the market.
- Prioritize opportunities and make business recommendations (Targeting and Positioning).

KPIs-

- Number of market research reports
- Precise & punctual report
- Number of identified growth opportunities

Key Accountability Areas- Project Management**Key Activities-**

- Lead assigned projects such as market development, new product development or new business model development.
- Lead cross-functional team to commercialize business through stage-gate innovation management process

KPIs-

- Number of projects Realizing of commercialization
- Project schedule adherence rate
- Cost/ time effectiveness

Key Accountability Areas- Competency Leadership**Key Activities-**

- Train the organization on key strategic marketing frameworks and methodologies such as market sizing and segmentation, financial modelling (NPV, IRR models, break-even analysis), value chain analysis, VOC analysis, value proposition development, value pricing and 4P strategy.
- Develop tools, as needed.

KPIs-

- Number of internal training sessions
- Organizational Growth
- Number of developed tools

Key Accountability Areas- Self -Development**Key Activities-**

- Attend trainings, seminars which can boost your skills (it can be either technical knowledge or business tips, way of thinking...etc.) regardless of being or not being instructed by the line manager, HR or MD.

KPIs-

- Number of self-initiated training or seminar attendances Frequency of development-related review discussions with supervisor.

REQUIRED Knowledge/ Experience/ Mindset-

- 3+ years of experience in strategic marketing or strategy position.
- 5+ years of experience in customer facing position.
- Self-driven and effective in change management, and Strong strategic thinking.
- Good oral and written communication skills in global English. Strong track record of influence management.
- Proven project management leadership skills.
- Effective in virtual global team leadership (across Americas, Europe, and Asia Pacific).
- Able to travel to 20-40% of working days, including overseas.

Education/ Certifications-

- MBA or equivalent degree/qualification
- MS Office

PREFERRED-Knowledge/ Experience/ Mindset

Experience in B2B material science company.

Company Description