



PR/109668 | Marketing Specialist- Strategic Planning {Bangalore}

Job Information

Recruiter

JAC Recruitment India

Job ID

1559284

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

October 7th, 2025 03:00

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Summary:

Looking for a dynamic Marketing Specialist to drive market expansion in India with an emphasis on automotive, communication, wellness, and environmental sectors. This role requires an individual who can blend broad marketing insights with specialized knowledge in key growth areas to support Murata's diversified business strategy.. This position represents a critical step in Murata's mission to establish a dominant presence in the emerging Indian market landscape.

Key Requirements for Candidate Screening:

Experience

1. Total Experience:

- 3–5 years in Marketing (preferably in the electronics components industry).

2. Core Skills Needed:

- Marketing strategy creation and execution for specific target markets.
- Market breakdown skills (e.g., for "India mobility": define related products, applications, customers).

- Strong PPT visualization skills (turning data into clear, engaging presentations).
- Sales integration: combining market knowledge with sales ideas into actionable plans.
- Sales & gap analysis and policy creation experience.

Key Responsibilities:

- Develop and adapt marketing strategies for the Indian market, focusing on priority sectors.
- Conduct market research to identify trends, demands, and competition.
- Analyse sales performance and opportunities; recommend improvement actions.
- Collaborate with Sales (GAM/KAM) to align marketing with revenue goals.
- Prepare visually strong presentations for management and partners.
- Explore innovative growth opportunities aligned with company vision.

Skill Requirements:

- Proficiency in PowerPoint for visualizing data.
- Ability to break down macro strategies into actionable micro steps.
- Marketing channel knowledge (digital + offline).
- Analytical skills to extract key points from large datasets and present them clearly.
- Strong communication skills in English (local language ability is a plus).

Personal Attributes:

- Strategic thinker with an entrepreneurial mindset to identify opportunities.
- Strong interpersonal skills with cross-functional teamwork experience.
- Strong work ethic with a focus on detail and execution.

Qualification:

- MBA Marketing preferred (Bachelor's degree acceptable with strong relevant experience).

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description