



## PR/110232 | Assistant Manager – Marketing {Gurgaon}

### Job Information

**Recruiter**

JAC Recruitment India

**Job ID**

1586575

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

India

**Salary**

Negotiable, based on experience

**Refreshed**

April 28th, 2026 08:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

#### <DUTIES AND RESPONSIBILITIES>

- Execute brand awareness, acquisition, and re engagement initiatives which drive the growth of Onitsuka Tiger India offline & online business.
- Support in developing a robust annual marketing strategy for Onitsuka Tiger India, assessing overall product marketing plans and aligning priorities against the overall business calendar and goals.
- Execute and maintain an action-oriented, easy to understand, monthly marketing performance report for offline & online.
- Support in executing an impactful 360-degree marketing plan across traditional and digital platform. Analyse and drive media performance across all mediums.
- Manage media & digital agency relationship to drive KPIs and optimise media spend and performance.

- Manage customer database including ongoing maintenance and regular database updates for better customer insight.
- Support in conceptualising, managing and executing key events in cooperation with store network & key organisational functions to create brand awareness and maximise commercial success.
- Execute seasonal GTM in alignment with Onitsuka Tiger standards and relevant team members.
- Collaborate cross-functionally with critical stakeholders including Retails Sales & Operations Manager, Product & Merchandising Manager, Visual Merchandising and Finance.

<REQUIRED SKILLS & EXPERIENCE>

- Bachelor's degree with minimum 5-6 years of relevant professional marketing experience. Advanced degree preferred.
- Experience in international brand marketing, fashion or luxury is preferred.
- Ability to multi-tasks projects, anticipate issues and provide creative solutions.
- In tune with Onitsuka Tiger and with the brand style
- Proven strategic, operational and leadership abilities with demonstrated significant impact to the business results.
- Must be flexible and have the ability to effectively prioritize multiple tasks in a fast-paced environment
- Proficient computer skills: Microsoft Suite (Word, Excel, Outlook, PowerPoint)

**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