



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

May 26th, 2026 07:00

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)

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Company Description