



## PR/109322 | Strategic Marketing Specialist (BU PVOH)

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメントインド

#### 求人ID

1548613

#### 業種

その他（商社）

#### 雇用形態

正社員

#### 勤務地

インド

#### 給与

経験考慮の上、応相談

#### 更新日

2025年07月08日 16:46

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

**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.

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