

PR/110795 | Brand Marketing & Product Development Manager

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
1614202

業種
小売

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
2026年11月03日 05:00

応募必要条件

職務経験
6年以上

キャリアレベル
中途経験者レベル

英語レベル
流暢レベル

日本語レベル
無し

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

Job Title: Brand Marketing & Product Development Manager

Location: Gurgaon

Job Overview: The Brand Marketing Manager will be responsible for building and growing the brand in India through effective brans strategy, consumer understanding, integrated marketing plans and successful product launches. The role will work closely with Product Development, Sales, E-commerce, Supply Chain, Finance and other teams to drive brand awareness, consumer adoption and business growth

Responsibilities:

- New Product Launch
- Brand strategy and ATL/BTL

- Plan and execute integrated marketing campaigns across digital, social media, e-commerce, offline and other relevant channels.
- Monitor key brand marketing KPI’s, including awareness, engagement, sales, market performance and campaign effectiveness.

Requirements:

- Bachelor’s degree in marketing, Business Administration, or a related field. MBA/PGDM in Marketing will be preferred.
- 7–10 years of experience in FMCG, D2C startup brands, baby care, personal care, oral care, or related consumer categories.

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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会社説明