



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09月22日 10:32

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

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 brand 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.

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会社説明