



PR/110804 | Marketing Specialist

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

1614587

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29日 10:35

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

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

Position Overview

The Marketing Specialist will support the Senior Manager – Marketing in planning and executing marketing initiatives, analyzing market and consumer trends, coordinating promotional activities, and providing data-driven insights to support business and brand decisions. The ideal candidate should have a good understanding of FMCG marketing fundamentals, brand positioning, consumer behavior, promotions and schemes, along with strong analytical and communication skills.

Key Responsibilities

Brand & Marketing Support

Support the Senior Manager – Marketing in implementing brand and marketing strategies.

Develop a good understanding of brand positioning, target consumers, product propositions, and key brand messages.

Support the planning and execution of marketing campaigns and brand activities.

Assist in preparing marketing presentations, briefs, promotional materials, and reports.

Coordinate with internal teams and external agencies to ensure timely execution of marketing activities.

Promotions & Schemes

Support the planning and execution of consumer promotions, trade schemes, and other promotional activities.

Monitor ongoing promotions and schemes and track their effectiveness.

Analyze promotional performance and provide recommendations for improvement.

Coordinate with Sales and other relevant teams to ensure smooth implementation of schemes.
Maintain records of promotional activities, budgets, and results.

Data Analysis & Reporting

Collect, consolidate, and analyze marketing and business-related data.
Prepare regular marketing performance reports, dashboards, and presentations.
Use Excel to analyze sales, campaign, promotion, consumer, and market data.
Identify trends and provide data-based observations and recommendations.
Support the Senior Manager – Marketing in preparing management reports and presentations.

Campaign Execution

Support end-to-end execution of marketing campaigns across relevant channels.
Coordinate with creative, digital, research, media, and other agencies as required.
Follow up on campaign deliverables, timelines, and execution.
Monitor campaign performance and prepare post-campaign analysis.

Cross-functional Coordination

Work closely with Sales, E-commerce, Supply Chain, Finance, and other departments to support marketing initiatives.
Coordinate with relevant teams for product launches, promotions, campaigns, and other marketing activities.
Ensure timely communication and follow-up on marketing-related activities.

General Responsibilities

Good understanding of basic FMCG marketing concepts, brand positioning, campaign, promotions and consumer insights.
Good knowledge of promotional activities, trade schemes and consumer promotions.
Good presentation, reporting and documentation skills.
Pro-active, detail-oriented, and willing to take ownership of assigned responsibilities.

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会社説明