

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11月10日 06:00

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

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.

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