

Job Description

Position: Assistant Manager-Branding & Marketing (B&M)

Industry: FMCG/ Food Processing

Location: Chandigarh

Job Summary: As the Marketing and Branding Assistant Manager at PAGREXCO, you will be responsible for developing and executing comprehensive marketing and branding strategies to enhance our brand image, drive customer engagement, and increase market share. You will collaborate with cross-functional teams, and work closely with senior management to achieve our marketing and branding objectives.

Responsibilities:

1. Develop and implement strategic marketing and branding plans aligned with business goals and objectives.
2. Lead, mentor, and manage a team of marketing professionals including, designers, and content creators.
3. Conduct market research and competitive analysis to identify trends, customer preferences, and brand opportunities.
4. Define and maintain brand identity, messaging, and visual standards across all channels and touch points.
5. Collaborate with product development teams to ensure brand consistency and alignment with product offerings.
6. Create and manage marketing campaigns that effectively communicate brand values, differentiation, and benefits to target audiences.
7. Oversee digital marketing initiatives including social media, content marketing, email campaigns, and influencer partnerships.
8. Develop and manage marketing budgets, allocate resources efficiently, and track ROI for marketing and branding activities.
9. Analyze market data, customer feedback, and campaign performance metrics to measure effectiveness and optimize strategies.
10. Build and nurture relationships with media partners, agencies, and industry influencers to amplify brand reach and visibility.

Qualification and Experience:

3 Years Diploma in Sales & Mkt/Any Graduate/ Post Graduate (Sales & Mkt) from recognized university with minimum 3 years of Experience in relevant field.

Requirement:

1. Demonstrated leadership and team management skills with the ability to inspire and motivate a team.
2. Excellent communication, storytelling, and creative thinking abilities.
3. Proficiency in brand development, positioning, messaging, and visual identity design.
4. In-depth knowledge of digital marketing channels, analytics tools, and marketing automation platforms.
5. Strong analytical skills with the ability to interpret data, derive insights, and make data-driven decisions.
6. Experience in developing and executing integrated marketing campaigns across multiple channels.
7. Results-driven mindset with a track record of achieving KPIs and driving business growth through effective marketing and branding strategies.
8. Ability to thrive in a fast-paced, dynamic environment and manage multiple priorities effectively.

Benefits:

1. Competitive salary package
2. Health insurance and other benefits as per company policy.
3. Collaborative and dynamic work environment.

If you are passionate about marketing, branding, and creating impactful customer experiences, we invite you to join our team and contribute to our success. Apply now to be part of our exciting journey!