

<b>Job Description</b>	
<b>Position Title</b>	Management Trainee-Branding & Channel Marketing
<b>Department / Channel &amp; Centre of Operation</b>	Department of Sales & Marketing Centre of Operation – Mumbai
<b>Job Purpose</b>	
To help in implementing the Marketing strategy for the Brand and support channels for their marketing. This would entail all consumer influencing strategy, generation and implementation through all below – the – line & above-the-line activities and promotions.	
<b>Key Responsibility Areas</b>	
<ul style="list-style-type: none"> <li>• Provide help in developing brand strategy &amp; campaigns for various schemes to build brand equity</li> <li>• Manage product marketing campaigns by analyzing product range, industry trends, and competition &amp; consumer insights for customer acquisition.</li> <li>• Manage and coordinate Promotional Events, Launch Activities, Product Promotions to facilitate Channel Marketing &amp; Activation</li> <li>• Manage relationships with media partners for sourcing, ideation, evaluation, price negotiation, planning, buying &amp; execution</li> <li>• Identify key platforms &amp; media mix for brand communication</li> <li>• Monitor &amp; analyze market research data for enabling management decisions</li> <li>• Providing channel Marketing support for various channels.</li> <li>• Vendor Management - Handling &amp; coordinating with vendors</li> <li>• Work closely with advertising agencies</li> <li>• Manage &amp; implement new initiatives to drive higher demand &amp; brand salience</li> <li>• Accountable for brand adherence, developing creative content in sync with brand guidelines</li> <li>• Work with product managers, sales, operations &amp; other teams in executing marketing &amp; brand campaigns.</li> <li>• Driving the communication strategy related to the brand</li> </ul>	
<b>Eligibility, Qualification &amp; Experience</b>	
- <b><u>Qualification</u></b> – MBA from reputed institute (preferably in Marketing)	