

Job Title: Marketing Executive**Department:** Sales & Marketing

Job Description: We are seeking a dynamic and results-driven Marketing Executive to join our team. The ideal candidate will be passionate about marketing, possess excellent communication skills, and demonstrate a strong understanding of various digital marketing platforms. As a Marketing Executive, you will be responsible for executing marketing strategies, generating leads through moderate level lead-based calling, maintaining MIS (Management Information System), handling back-office documentation, and contributing to the overall success of our marketing efforts.

Responsibilities:

1. **Execute Marketing Strategies:** Implement marketing plans and strategies to promote our products or services effectively.
2. **Lead Generation:** Conduct moderate level lead-based calling to generate leads and follow up on potential prospects.
3. **Digital Marketing:** Utilize digital marketing platforms such as social media, email campaigns, and SEO to enhance brand visibility and reach target audiences.
4. **MIS Management:** Maintain accurate records of marketing data, performance metrics, and campaign results to track progress and identify areas for improvement.
5. **Back Office Documentation:** Handle back-office documentation tasks including preparing reports, presentations, and maintaining marketing collateral.
6. **Market Research:** Conduct market research to identify trends, competitor activities, and customer preferences to refine marketing strategies.
7. **Communication:** Effectively communicate marketing strategies, campaign updates, and performance insights to internal stakeholders.
8. **Customer Relationship Management (CRM):** Utilize CRM software to manage customer interactions, track leads, and ensure timely follow-ups.
9. **Continuous Learning:** Stay updated on the latest trends and best practices in marketing, digital platforms, and lead generation techniques to enhance effectiveness.

Qualifications:

- Graduate / Bachelor's degree in Marketing, Business Administration, or related field.
- Fresher may also apply however Proven experience in marketing, preferably in a similar role is preferable.
- Strong communication and interpersonal skills.
- Proficiency in digital marketing platforms such as social media, email marketing, and SEO.
- Ability to multitask, prioritize, and manage time effectively.
- Attention to detail and analytical mindset.
- Experience with CRM software is a plus.
- Ability to thrive in a fast-paced, dynamic environment.

If you are a motivated individual with a passion for marketing and possess the skills to drive results, we encourage you to apply for this exciting opportunity. Join our team and play a key role in shaping our marketing initiatives and driving business growth.

