

ARVIND SMARTSPACES

Job Description

Designation	:	Assistant Manager – Marketing
Experience	:	2+ Years
Qualification	:	MBA Marketing or Graduate/ Post Graduate/ Any Specialization
Department	:	Sales and Marketing
Reporting To	:	Chief Sales Officer
Job Location	:	Ahmedabad, Gujarat

Brief Description of the Role:

The person plays the role of 'Brand Custodian' - who can act as a company representative. He will be responsible for assisting ATL/BTL marketing initiatives for brand, society/club activations, Property expo, planning, deployment and management. A creative, motivated and energetic individual who has demonstrated abilities to fulfill this role.

Job Profile:

The Candidate is expected to do the following on an ongoing basis:

- Liaise with advertising, media, outdoor, activation, online & PR agencies to develop & roll out brand building activities for ASL & ATL/BTL activities across the markets with optimum utilization of marketing budgets.
- Manage and implement annual trade marketing programmes & sales promotions for consumers and trade partners.
- Coordinate & implement initiatives to enhance visibility, create pull, build preference and drive volumes for the sales offices.
- Interface with sales & marketing teams.
- Track & share market analysis of competitors.
- Understand the marketing and business concepts.
- 1-2 years of professional experience in real estate / consumer goods / retail / paints / cement industry, or advertising agency.

Skills & Attributes:

- Strong analytical skills and attention to detail
- Excellent written and verbal communication & presentation skills.
- Proficient in use of MS Office, Internet and email.
- team player & has a strong desire and ability to learn

Note: Interested candidates with relevant experience in real estate industry may share their CVs through email at career.asl@arvind.in

Please mention the position applied for in the subject of the email.