

## **Manager- Marketing:**

**Qualification and experience:** The candidate should be MBA with minimum 10 yrs. of experience preferably in/for marketing in Govt. (Central/State/PSU/Independent Govt. Units etc) client organization.

**Excellent communication skills are essential.**

### **Role and Responsibilities:**

- Planning and supervision of marketing operations to achieve NIXI objectives.
- Coordinate with seniors and agencies for developing marketing plan and budget.
- Recommend creative and cost effective promotional activities.
- Responsible for developing, executing overall marketing strategy, marketing calendar.
- Conduct marketing campaigns and trade shows to promote brand awareness.
- Assist in designing and developing marketing collaterals and promotional materials.
- Maintain customer relationship programs and track customer satisfaction.
- Generate marketing reports to management when needed.
- Evaluate current marketing program and recommend improvements.
- Stay updated with latest marketing trends and competitor activities.
- Overseeing Digital, Social media strategy and content marketing for all platforms.
- Responsible to board through CEO for achieving marketing & Board objectives.

Kindly share resume at [ghananjay@nxi.in](mailto:ghananjay@nxi.in)