

Manager- Marketing: (minimum 2 yrs. Contracts, can be renewed)

Qualification and experience: The candidate should be MBA/PGDM with minimum 14 yrs. of experience in marketing. (Not sales and Business Development experience required) Excellent communication skills are essential.

Role and Responsibilities:

- Planning and supervision of marketing operations (Included strategy, creatives, sales, PR, Social media etc.) 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.