

Job Description: Manager – Branding & Marketing

Job Title: Manager- Branding & Marketing
Objective of Role: To assist in the implementation of the projects of the company through responsible Project Execution Strategy, Operations and Integrated Resource Management, coupled with branding and marketing efforts
Reporting to: General Manager-Commercial & HR
Qualifications: <ol style="list-style-type: none">1. Candidate from Indian nationality only.2. Should be graduate with Master's degree/diploma in business administration/management from a recognized University with good academic record.3. Candidate shall be below 40 years of age
Experience: Minimum 7 years of experience in preparation and execution of business and marketing strategies <ul style="list-style-type: none">• Adequate knowledge of Computers & IT Tools in marketing and event planning.

Role Description
<ul style="list-style-type: none">• Preparation and Monitoring of the business / marketing plan• Preparation and monitoring of baseline budgets, cost to complete and MIS reports• Coordinate and manage the marketing and PR efforts of VGC & PMNC• Planning and implementing promotional campaigns.• Manage and improve lead generation campaigns, measuring results.• Overall responsibility for brand management and corporate identity• Preparing online and print marketing campaigns.• Monitor and report on effectiveness of marketing communications.• Creating a wide range of different marketing materials• Facilitate and manage the events / shows/ conferences• Analyzing potential strategic partner relationships for company marketing.• Develop policies for land related laws and regulations in Gujarat• Timely selection and development of cost effective quality vendors, consultants etc.• Regular liaising and project coordination with PMNC and with various stakeholders including consultants, Central and State Government departments, funding agencies• Candidate should have ability to communicate effectively both orally and in writing.