

Job Description & Title: Marketing Manager/Product Manager

Purpose: For Building & Construction SBU, we are looking for talented and self-driven individuals to fill this key position. If you are a highly motivated professional and passionate in delivering quality projects, we would like to hear from you. Experience of 3-5 years in waterproofing, building materials will be an added advantage but not a limiting factor. Our company aims to deliver dependable roofing and waterproofing solutions backed by industry leading levels of customer service.

Group has developed hard-earned reputation which has been built on foundation of quality and an ethos of customer service. Reporting directly to COO, your role will be to plan and implement marketing programmes to support the company's objectives.

Opportunity:

- Work with well establish Industrial Group with proven track record of building successful businesses.
- Group compliance with ISO 9001; ISO 14001; ISO 45001 and IATF certification, compliances and approvals.
- Marketing/Product Manager – lead critical and important marketing and product management function for building and construction vertical of the organisation.

Skills:

- Excellent communication & Presentation skills, Client Relationships, Negotiations, Meeting Sales goals,
- Command over verbal and written communication along with expertise in MS office tools.
- Planning and communication skills with comprehensive knowledge of target markets
- Website CMS experience inc. Google Analytics, SEO skills and experience
- Strategic thinking, project management skills
- Proactive approach. Customer focus with comprehensive knowledge of routes to market.
- Project management, organisational and interpersonal skills

Responsibilities

- Work closely with the COO, technical, product and sales teams, to create and deliver effective and tailored marketing campaigns.
- Lead the execution of marketing campaigns from start to finish, leveraging internal support and driving collaboration.
- Work in partnership with internal marketing team and external agencies to test and evolve lead-nurturing tactics.
- Research and evaluate new product opportunities and product development.
- Execute marketing strategy and appropriate execution of plans for existing products.
- Manage launch campaigns for new products.
- Propose and Create distribution channels for products.
- Own and maintain social media platforms by creating and publishing content to our social media channels on a regular basis.
- Create marketing content (offline & online) for delivery through social media strategy, website, PR, events, email marketing communications, collateral production, and video content.
- Conceive and develop innovative marketing programs that support products launches.
- Identify ways to improve products presentations (samples, systems demonstrations, events) to maximise business/lead opportunities.
- Presenting ideas and marketing concepts to support customers and teams.
- Digital marketing to produce product/system application videos to educate, support product launches and sales.
- Website development to improve the website content, customer experience and ranking with search engines.
- Experienced and versatile marketing generalist with strong digital marketing skills.
- Ensure effective branded marketing communications including the company website, print communication and advertising.
- Manage and oversee participation in events for product marketing.
- Ensure all campaigns and content follow our marketing & communications strategy and the organization's overall strategic plan.
- Create and design hand-out material for brand awareness.

Job Location: New Delhi

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About Us: Miraishield Private Limited is a group company of Marvel Vinyls Limited, leaders in polymers since 1985. With state of the art and contemporary ISO 9001; ISO 14001; ISO 45001; IATF manufacturing facilities located at Malanpur, Gwalior, company is one of the leading companies in field of high polymer materials based on PVC, TPO, TPE, HDPE. Company has attained leadership position in field of tunnel waterproofing within a short span of time and engaged in multiple tunnels projects across India. With background in serving automobile customers over decades, Marvel lays strong emphasis on quality so as to ensure that Marvel customers receive consistently performing products that client, PMC, consultants, general contractors can rely on time and again.

Requirements

- Self-Driven, highly motivated individuals with post graduation in construction management/ marketing management. B-Tech Civil or PG Diploma in Construction Management will be added plus

Experience: Minimum 3 years

Misc.:

- Candidate belonging to job location or willing to move at short notice shall be preferred.