



Senior Brand Manager

Bangalore

Are You Wired To Fit?

1) Creative development

- Work with creative agency, production houses and media buying agencies to ensure that quality communication is rolled out across TV, Print, Radio, Digital and outdoor
- Management of workflows & timelines for development of ATL campaigns
- Complete oversight from brief to output for all BTL campaigns
- Create the marketing calendar; devise and execute monthly and quarterly marketing plans across offline and online media to meet the desired communication objectives

2) Consumer and Market Research

- Unearth insights from primary & secondary research and be the voice of consumer logic
- Conduct consumer research, consumer and market analytics, data & insights mining [brand-tracking, media-tracking etc. overall and for specific activities]
- Monitor market trends, research consumer markets and competitors- activities to identify opportunities and key issues

3) Special Projects

- Strategy and implementation of retail marketing (increase footfalls, VM, brand building at POS)
- Tactical short term projects designed to increase brand's share of voice in Digital and Social
- Lead packaging refresh

What'll Push-Up Your Chances?

1. MBA/PGDM from Premier Institute with 4+ years of experience
2. Strong Brand management experience