

Marketing Manager

Why Join Us?

- Lead a pioneering team in a dynamic and innovative environment.
- Competitive salary and benefits package.
- Opportunities for professional growth and development.
- Collaborative and supportive work culture.

Position: Marketing Manager

Mode: Full Time

Position Type: Senior Associate Level | Marketing Role

Location: Gurugram

Position Overview:

We are looking for a strategic and results-driven Marketing Lead from the services industry with experience in handling growth marketing and go-to-market leadership. The ideal candidate will have a strong background in managing multi-channel marketing initiatives autonomously and experience in the AEC industry or similar sectors. This role involves leading marketing efforts for Adobe, Bentley, and Bluebeam products across India, with a focus on brand growth, customer engagement, and driving lead generation.

Brief synopsis of your role and responsibility:**1. Marketing Strategy and Execution**

- Develop and implement a comprehensive go-to-market strategy for Adobe, Bentley, and Bluebeam product portfolios.
- Align marketing activities with business objectives to drive growth, brand visibility, and customer acquisition.

2. Channel and Campaign Management

- Plan and manage multi-channel marketing campaigns including social media, webinars, email marketing, paid advertising, telemarketing, and customer success stories.
- Strategize and coordinate events, conferences, webinars, and workshops to engage target audiences and promote product portfolios.
- Execute content marketing initiatives, including case studies, blog posts, and whitepapers that highlight customer success and product impact.

3. Budget and Performance Management

- Manage and optimize the marketing budget, ensuring cost-effective use of resources and maximization of ROI.
- Monitor, analyze, and report on campaign performance, providing insights and recommendations for improvement.

4. Content Creation and Brand Communication

- Oversee the creation of marketing content that effectively communicates the value propositions of Adobe, Bentley, and Bluebeam products.
- Ensure consistent brand messaging and positioning across all touchpoints, tailored to the AEC and services industry.

5. Sales Enablement and Target Achievement

- Work closely with sales teams to support lead generation and conversion efforts, aligning marketing initiatives with sales targets.
- Set and track KPIs, ensuring marketing activities contribute to the overall revenue and growth targets.

6. Industry Knowledge and Market Intelligence

- Stay updated on industry trends, competitor activities, and customer needs specific to the AEC sector.
- Identify new growth opportunities and recommend strategies to address market shifts and evolving customer requirements.

Key Requirements:

- Proven track record in growth marketing or go-to-market leadership, particularly within the services or AEC industry.
- Demonstrated experience in managing budgets, setting and achieving targets, and executing complex marketing initiatives.
- Ability to work autonomously, prioritize effectively, and manage multiple projects in a fast-paced environment.
- Strong communication, interpersonal, and leadership skills, with a collaborative approach to working with cross-functional teams.
- 8-10 years of experience into marketing domain.

Preferred Skills:

- Familiarity with graphic design tools (e.g., Adobe Creative Suite), but not mandatory.
- Knowledge of SEO best practices and analytics tools.

Remuneration & Benefits

- Package: Competitive salary and benefits package.
- Additional Benefits:
 - Medical Insurances (Self / Family), PF, Gratuity
 - Reimbursements: SIM, Local Conveyance, Travel

Interested candidate please share your cv at:

contact@pmspl.net.in