

### SECTION I: ROLE INTRODUCTION

Outlines the basic information of the role.

<b>Job Title</b>	Brand & Product Manager	<b>Reporting To</b>	The Director
<b>Job Code ID</b>		<b>Business Unit</b>	
<b>Grade/ Level</b>	Level 2	<b>Sub Business Unit</b>	
<b>Management Band</b>		<b>Location</b>	Kolkata

### Section II: JOB ROLE SCOPE

Outlines the count of employees reporting and financial metrics of the role.

<b>Number of Direct Reports</b>		<b>Functional Category</b>	
<b>Total Team Size</b>		<b>Cost Centre</b>	

### SECTION III: PURPOSE OF THE ROLE

A two-to-three-line statement outlining the objective or the reason for which the job exists.

1. We are looking for a dynamic and entrepreneurial **Brand & Product Manager** to lead our brand development and product growth initiatives.
2. This role requires someone who can combine **brand strategy, product positioning, market insights, and digital marketing** to drive product adoption and brand visibility.
3. The ideal candidate should be comfortable working in a **fast-paced startup environment**, taking ownership of multiple responsibilities, and collaborating closely with cross-functional teams.

### SECTION IV: KEY RESPONSIBILITIES and KPIs OF THE ROLE

Responsible for shaping the brand's identity and driving its digital presence. This role bridges **brand strategy** and **product management**, ensuring cohesive messaging across all channels while leveraging data-driven insights to achieve business growth, includes **Brand Strategy & Positioning, Performance Marketing & Analytics, Budget & Vendor Management**

	<b>Responsibilities</b>	<b>KPIs</b>
<b>&lt;Job Responsibility Theme 1&gt;</b> Brand Leadership, Strategy and Planning	<ul style="list-style-type: none"> <li>● Seek and define new, engaging and inspiring ways to successfully communicate brand vision &amp; crusade to internal and external stakeholders</li> <li>● Develop and present the annual brand plans. Lead the brand strategy and activities to improve visibility and credibility in the media</li> <li>● Allocate adequate resources to deliver the brand strategy. Ensure efficient utilization and tracking of the same</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Brand Awareness</b></li> <li>● <b>Lead Generation &amp; Conversion</b></li> <li>● <b>ROI &amp; Cost Efficiency</b></li> <li>● <b>Customer Experience</b></li> <li>● <b>Team Performance</b></li> </ul>

<p align="center"><b>&lt;Job Responsibility Theme 2&gt; Brand Communication and Product Activation</b></p>	<ul style="list-style-type: none"> <li>● Develop effective advertising and promotion programs to achieve impactful and best quality, efficiency standards in the industry.</li> <li>● Lead timely implementation and evaluation of marketing plans and extend the brand communication through various media and other innovative ways/mediums.</li> <li>● Anticipate future trends in terms of communication and their impact on business</li> <li>● Draw clear business implications from communication performance and use it to maximize a brands' performance</li> <li>● Assess skills of creative / media agencies and continuously manage / challenge them to provide exceptional level of service</li> <li>● Liaise with internal departments and external agencies for timely implementation of all activities.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Revenue &amp; Growth Contribution</b></li> <li>● <b>Campaign Performance</b></li> <li>● <b>Market &amp; Competitive Insights</b></li> <li>● <b>Product Development</b></li> </ul>
<p align="center"><b>&lt;Job Responsibility Theme 3&gt; Product Management</b></p>	<ul style="list-style-type: none"> <li>● Manage the product lifecycle from concept to launch and post-launch improvements.</li> <li>● Work with internal teams to define product positioning, value propositions, and messaging.</li> <li>● Conduct market research and competitor analysis to identify product opportunities.</li> </ul>	

**SECTION V: OPERATING NETWORK**

Key interactions which are essential to execute the role. This will include both internal (excluding sub-ordinates) and external stakeholders.

<p align="center"><b>Internal</b></p>	<p><b>Key Stakeholders:</b> <b>Others:</b></p>
<p align="center"><b>External</b></p>	<p><b>Key Stakeholders:</b> <b>Others:</b></p>

**SECTION VI: ROLE PROFILE REQUIREMENTS**

Minimum qualification which are essential to execute the role.

<p align="center"><b>Education</b></p>	<p>Bachelor's degree in Marketing, Business, Product Management, or related field (MBA preferred but not mandatory).</p>
<p align="center"><b>Experience</b></p>	<ul style="list-style-type: none"> <li>● 3–6 years of experience in brand management, product management, or marketing.</li> <li>● Strong understanding of brand building, product positioning, and digital marketing channels.</li> <li>● Experience with product launches and go-to-market strategies.</li> <li>● Analytical mindset with the ability to interpret customer and market data.</li> <li>● Excellent communication, storytelling, and project management skills.</li> </ul>

**Section VII: AUTHORIZATION**

<p align="center"><b>Reviewer</b></p>		<p align="center"><b>Date</b></p>	
<p align="center"><b>Approver</b></p>		<p align="center"><b>Date</b></p>	

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