



Indian Rubber Manufacturers Research Association

Plot. No. 254/1B, Road No. 16V, Wagle Industrial Estate, Thane West - 400604

IRMRA invites application for the below job description, interested candidates can apply by sending the updated resume to info@irmra.org by 5th January 2018.

JOB TITLE: MARKETING AND BRANDING OFFICER

LOCATION : Thane, Mumbai

SALARY: 35000 per month

NO. OF POSTS: 01

EMPLOYMENT TERM: On IRMRA Contract

REPORTS TO : Director

JOB DESCRIPTION

- Adapt the latest digital marketing media like Whatsapp, Bulk Email, Bulk SMS etc. to improve the IRMRA reach across the industry.
- Collaborate with agencies and other vendor partners , BPOs for promotion and business development of IRMRA services
- Analyse the customer feedback, understand the gaps and provide input the technical team for scope of improvement.
- Maintain the IRMRA website and social media sites with latest contents, events etc.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor service delivery and customer reactions in collaboration with customer service cell.

QUALIFICATION AND EXPERIENCE

- Bachelors or Master's degree in Science / marketing or a related field with 5 years of experience
- Proven working experience in service oriented environment
- Knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) will be added advantage.

- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Drive for results and leadership skills
- Excellent understanding of the full marketing mix
- Highly creative with ability to think out of box
- Ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
- Advanced communication and interpersonal skills
- Comfortable working with numbers, metrics and spread sheets
- Excellent command of the English language