

Job Title	Manager - Marketing			
Job Code	SIIC-Mgr-MKTG			
Reports to	PMU Lead/VP	Location	NAVA Raipur (Chhattisgarh)	
Job Type	Full-time, permanent	Tenure	1 Year	
Responsibilities	<ul style="list-style-type: none"> • Managing branding, advertising and promotional activities (ATL and BTL) for 120+ products in fast moving consumer segment. • Managing D2C and B2B Sales promotion activities (Offline and Digital). • Managing retail sales and distribution. • Managing Sales MIS, Sales data analysis for designing promotional and advertising campaigns. • Bulk sales, commodity sales management. • Support the Lead Project Manager in marketing and managing of processed / finished product line. • New product launch, Product Management, and Marketing. • Support the team in all day to day tasks especially in data management and MIS • Any other related work assigned. 			
Travel	As and when required, across the country for project monitoring and execution as well as for coordination with geographically distributed teams			
Eligibility	<ul style="list-style-type: none"> • MBA / PGDM (Marketing) from reputed National / International University / Institute. • At least 4-5 years' experience in Experience in Product Management and Marketing of Agri based/food products and ATL/BTL activities. 			
Desirable	<ul style="list-style-type: none"> • Experience in Digital Marketing. • Experience in B2B Marketing. • Experience in handling state/Central governments projects and social sector. 			
Communication	<p><u>Email</u> your current resume with a cover note highlighting their relevant experience and strengths for this position and your latest passport-size photograph with the job code in the subject line and the following details to hr @ siicfirst. com</p> <p>Note: Applications/Resumes sent to any other mail id SHALL NOT be accepted.</p>			
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Total experience: • Total relevant experience: • Current Organization: • Current Location: </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Notice period: • Current CTC: • Expected CTC: (Negotiable/ Non-negotiable) </td> </tr> </table>			<ul style="list-style-type: none"> • Total experience: • Total relevant experience: • Current Organization: • Current Location:
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Startup Incubation and Innovation Center

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