

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

**Startup Incubation and Innovation Center**

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 Kanpur Nagar, Uttar Pradesh, India - 208016.