

MarCom Executive



Xgrid MarCom Executives are talented, full of creativity and passionate professionals who have a good understanding of consumer behavior, user segmentation and are extremely good with handling data. The successful candidate will help us create a strong brand presence with innovative promotional offerings, online and offline marketing campaigns, and marketing events. Good analytical skills will provide assistance in monitoring and reporting the success of the marketing efforts. Strong communication and presentation skills are a must for this position.

The successful candidate will directly work with a **Silicon Valley startup**.

Job Requirements

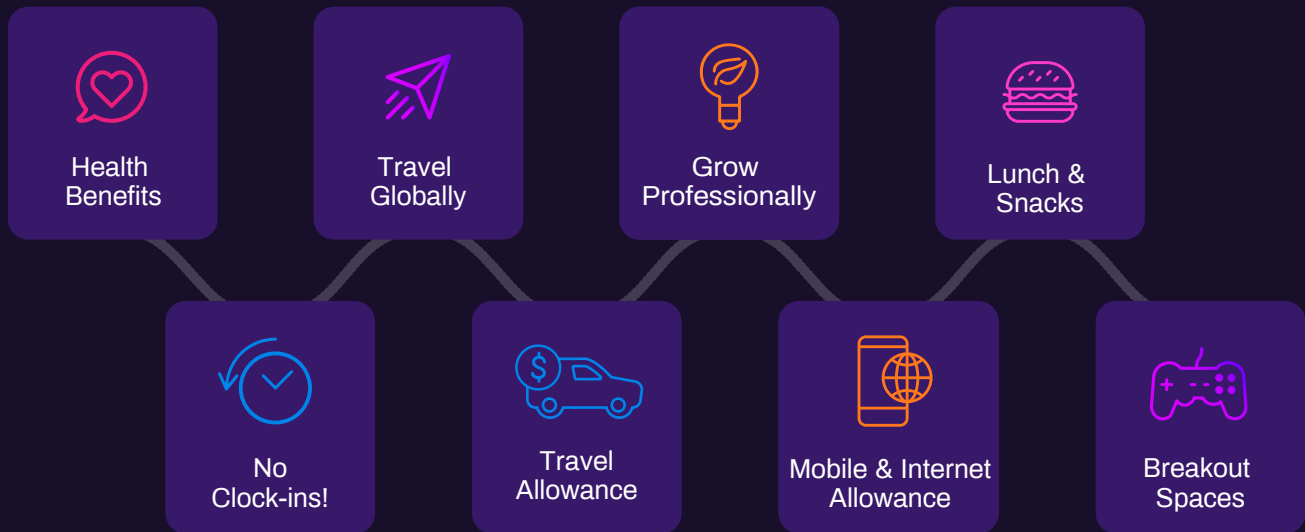
You will be expected to

- ▶ Work closely with the marketing team – to plan and execute online / offline marketing campaigns and events to support the brand objectives.
- ▶ Track, analyze and report the success of those campaigns and events.
- ▶ Conduct market insights reporting.
- ▶ Build brand awareness/image by creating and implementing focused strategies.
- ▶ Work on building curated customer relations data pipelines to drive user acquisition campaigns.
- ▶ Support the leadership team in daily administrative tasks and assist in promotional activities (e.g. social media, direct email and web).
- ▶ Prepare promotional and branding activities as well as presentations to help build a community of customers for the company.
- ▶ Coordination and planning of budgets, people and time management.
- ▶ Empower the sales team with marketing content and campaigns that help drive sales.
- ▶ Design, create, and oversee marketing projects. This may include a multi-platform marketing campaigns, advertising, promotions, and sale.

Job Qualification

- ▶ Degree in Business Administration or similar qualification.
- ▶ B2B marketing experience.
- ▶ Excellent communication and presentation skills.
- ▶ Curiosity and eagerness to learn new marketing techniques.
- ▶ Social media savvy and familiarity with Google Adwords and Online analytics

Employee Benefits



To apply, drop us an email at: hr@xgrid.co