

Brand & Marketing Manager- “Kulhad Rani” and “PHULKA Rani”**Location- Hyderabad (Telangana)-500034.**

Job Description -The Head of Brand & Marketing is essentially tasked with understanding the mind-sets and capturing the imaginations of consumers, investors, business leaders and key influencers in the business's market.

Experience: A candidate for this position has to have had at least 4 years working experience in a marketing capacity, conducting online & offline marketing, digital design, website management, paid marketing, or preferably brand marketing at the capacity of a Brand Marketing Manager in a fast-paced and extremely competitive environment. The candidate must also have had successful experience in launching and driving brand marketing campaigns that have built momentum for a brand's awareness and consumer acquisition.

MS Office/Software: Proficiency in Ms Word, PowerPoint and Ms Excel, which are necessary in the creation of verbally and visually engaging offline branding materials, reports, and presentations. He also has to be proficient in the use of related software's includes CRM software.

Responsibilities and duties:

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative.
- Prepare and manage monthly, quarterly and annual budgets.
- Set, monitor and report on team goals.
- Design branding, positioning and pricing strategies.
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Analyze consumer behaviour and determine customer personas.
- Identify opportunities to reach new market segments and expand market share.
- Monitor competition (acquisitions, pricing changes and new products and features).
- Overseeing the company's attendance at events, such as trade shows, conferences, and festivals.

Qualifications and skills:

- Bachelor's Degree in Marketing, Advertising or related field.
- Exceptional verbal and report presentation abilities.
- Extensive experience in packaging design and retail display creation.

Local Candidates from Hyderabad preferred.**Job Type: Full-time.****Reporting TO: CEO****Salary (CTC): ₹ 20,000 - ₹50,000/- per month.**