



PR/108511 | Marcom Manager (Marketing Communication, PR)

## Job Information

### Recruiter

JAC Recruitment India

### Job ID

1513648

### Industry

Retail

### Job Type

Permanent Full-time

### Location

India

### Salary

Negotiable, based on experience

### Refreshed

January 7th, 2025 05:00

## General Requirements

### Minimum Experience Level

Over 3 years

### Career Level

Mid Career

### Minimum English Level

Business Level

### Minimum Japanese Level

Business Level

### Minimum Education Level

Associate Degree/Diploma

### Visa Status

No permission to work in Japan required

## Job Description

**Position: Marcom Manager**

**Location: Gurgaon**

**Reporting – Director Marketing**

**Experience-: Min 8 years**

### Marketing Communication

- Formulate the marketing communications objectives & development of communication programs, initiatives and campaigns
- Execute communication plans and detailed budgets for India.
- Manage media planning and buying for offline marketing platforms like OOH/Radio/Cinema/Newspaper/Magazines/innovation that help uplift the brand awareness.
- Direct, develop and execute PR strategies to support Brand-level priority concepts, products, campaigns, athletes, events and corporate initiative.
- Identify, recruit and develop relevant influencer marketing program for the brand in India.
- Work with social analytics and digital marketing team to deliver results-oriented strategies and programs that increase consumer and trade preference for the brand
- Analyse business needs and evolving media landscape to create plans that raise the company brand across a variety of media outlets and platforms

- Establish and maintain key media relationships across traditional and new platforms
- Ensure global marketing guidelines are upheld during execution of concepts to local markets via relevant stakeholders
- Align with AHQ to establish best practices and expertise sharing.
- Lead the identification and fostering of new media partners.
- Supervise external agencies on category initiatives, setting measurable objectives for new idea generation, media coverage and agency budgets
- Taking care of all brand content creation across all DTC and MBOs as per Global GAC and guidelines

**PRODUCT MARKETING**

- Propose a clear strategy for new product launches and execute category direction plans
- Work with the relevant stakeholders in delivering globally aligned product marketing strategies regionally
- Manage the product marketing budgets in accordance with the business plans in the countries
- Create activation plan to significantly improve the Brand and Business KPIs. Ensure all brand marketing tactics live up to brand standards and expectations, meet KPIs and are on-budget/on time and P/L follow up. Drive Brand KPIs, Brand Momentum, Consumer Purchase Intent

**Knowledge, Skills & Abilities**

- Strong interpersonal/communication skills
- In-depth expertise of cost-efficient media plans and implementation across all relevant channels.
- Well-rounded marketing experience essentials across brand, digital, product and communications
- Strong passion for Sports. Working in MNC is preferred.
- Ability to manage and/or collaborate with internal and external cross functional groups: Sports marketing, digital, trade marketing.
- Solid media relationships across traditional and new platforms.
- Ability to manage PR agency relationships across the region.

**Qualifications**

- Degree in Marketing, Communications, PR or related field.
- Minimum 8 years of experience in marketing & communications, preferably in the Sporting Goods industry.

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**Company Description**