



PR/108836 | Assistant Manager- Gurgaon

Job Information

Recruiter

JAC Recruitment India

Job ID

1513771

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

December 24th, 2024 13:13

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- Marketing Manager/ Researcher

Location- Gurgaon

Experience- Minimum 3 years

Qualifications

- Bachelor's degree or an equivalent
- Diploma/MBA degree preferred

Primary Responsibility

Research & Analysis

- Following the instruction, conduct market research and analysis of the macro/microenvironment in Indian toiletry market by desk & field research, store visit, and hearing from other companies, etc.
- Summarize research results and report to higher management.

Networking

- Arrange and accompany Japanese expatriates to market visits, business meetings, and exhibitions (including domestic business trips)
- Support Japanese expatriates communicate with local people in Hindi or other local languages.

Support the following tasks as directed by higher management.

Development and execution of strategy

- Clarify the potential market (including products categories, target consumers, target area, target distribution channel) to start a business in India based on the result of market research.
- Develop marketing strategies such as segmentation, targeting, positioning, marketing mix (4P).
- Verify the effectiveness of the strategy and plan.

Any other task requested by the chief of liaison office.

Required

- English in business level and Hindi for communicating with local people.
- More than 3 years of marketing strategy planning experience in toiletry, cosmetics, or personal care related companies (ex. Manufacture, Distributor(super stockist), Research agent, Import company).
- More than 3 years of experience in profit & loss planning and control from the marketing point of view.
- Knowledgeable in both offline and online channels.

- Experience in introducing new products or developing new sales channel.
- Experience in toiletry and home care category especially in oral care, hair care, and skin care categories.
- Marketing experience in D2C brands (Digital first Brands).
- Experience in omni-channel marketing.
- Local languages other than Hindi.

Company Description