

Job Title: Marketing Manager**Business vertical: Broking****Location: Kalina, Mumbai (WFO)**

Job Description: Seeking a dynamic and experienced Marketing Manager to join our team. The ideal candidate will be responsible for developing and executing marketing strategies to enhance our brand presence and drive customer acquisition. In addition to core marketing responsibilities, this role will involve managing our social media channels and overseeing public relations activities.

Key Responsibilities:

- Develop and implement comprehensive marketing strategies to achieve business objectives.
- Develop complete marketing strategy for Partner Institutions like Banks covering both Digital and conventional marketing.
- Manage and optimize digital marketing campaigns, including SEO, SEM, email marketing, and content marketing.
- Spearheading Brand marketing initiatives.
- Oversee social media strategy and execution across various platforms (Facebook, Twitter, LinkedIn, Instagram, etc.).
- Analyse market trends and competitors to identify opportunities for growth and improvement
- Additionally, Coordinate public relations activities, including media relations, press releases, and event planning.
- Collaborate with internal teams to create engaging content and marketing materials.
- Monitor and report on the effectiveness of marketing campaigns and initiatives.
- Manage the marketing budget and ensure all activities are cost-effective.
- Build and maintain relationships with key industry stakeholders and partners.

Qualifications:

- MBA in Marketing, Business Administration, or a related field.
- Proven experience as a Marketing Manager or similar role, preferably in the financial services industry.

Preferred Qualifications:

- Strong understanding of digital marketing channels and techniques.
- Excellent written and verbal communication skills.
- Proficiency in social media management and analytics tools.
- Strong project management skills with the ability to multitask and meet deadlines.
- Creative thinker with a keen eye for detail and design.
- Ability to work collaboratively in a team environment
- Experience in the BFSI (Banking, Financial Services, and Insurance) sector.
- Knowledge of Stock Broking and investment products.
- Familiarity with marketing automation tools and CRM systems.

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