

Job Description

Job Role	Marketing Manager
Sub Team	Enterprise Business Unit
Location	Delhi/Mumbai
Experience Required	3 to 5 years
Job Purpose	<ul style="list-style-type: none">Developing, Implementing and Executing strategic marketing plans for an entire organization
Tags#	#marketing #sales #softwaresales
Job Responsibilities	<ul style="list-style-type: none">Sales and marketing of security software product.Must be willing to travel and meet clients.Recognizing needs of customers.Regular meetings with customers to identify and obtain further sales and business development opportunities.Identify requirements for new products & services to anticipate and potentially lead the market.To construct sales pitches and presentation.To convert leads into opportunityTo develop a Sales StrategyTo expand current prospect database within specified business sectors to generate effective leads & exceed sales targets for the businessGenerate new business and raise awareness of other company productsWork closely with Marketing to identify appropriate go to market messaging for specific business sectorsProvide regular feedback to senior management about marketplace and competitor activity.
Skills Required	<ul style="list-style-type: none">Intimate understanding of traditional and emerging marketing channelsExcellent communication skillsAbility to think creatively and innovativelyBudget-management skills and proficiencyProfessional judgment and discretion that comes from years of experience in the field

	<ul style="list-style-type: none"> • Analytical skills to forecast and identify trends and challenges • Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
Education Qualification	A full time MBA degree preferably in Marketing with B.Tech / B.E./BCA etc is mandatory
Working Conditions	Monday to Friday with 1st Saturday working