



Job Description – Asst. Manager Marketing

Company Profile

Smartworks is a unique approach and initiative to cater to professionals who seek proactive working spaces. Spread across multiple cities across India, we offer fully serviced modern office spaces that includes private offices for individuals and teams, shared offices and virtual offices. We believe you should be working in your own self-motivated space, yet leaving all doors open for community networking. Because like-minded folks create clones, diversity brings brainstorming.

Job brief

We are looking for an enthusiastic Marketing Specialist. The Asst Manager Marketing reports into the marketing manager and coordinates all the offline marketing activities with the marketing team.

Responsibilities

- Assisting team members with day to day marketing tasks and coordinating marketing projects with various agencies.
- Supporting the in-house marketing and design team and content team by coordinating and collating content.
- Creating touchpoints for marketing communications and designing marketing event calendars.
- Setting up tracking systems for marketing campaigns and online activities.
- Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors
- Assisting with the production of artwork, sourcing images, print buying and checking copy with the content team.
- Meeting timelines and deadlines
- Produce clear and concise written correspondence in the form of letters and emails

Requirements

- Proven experience in the Marketing Role
- Working knowledge of MS Office
- Excellent communication (oral and written) and presentation skills
- Outstanding organizational and planning abilities
- Proficient command of English
- MBA, BBA, Hands on experience in Marketing and Brand role