

Vacancy (Marketing Executive)

CUTS Institute for Regulation and Competition (CIRC) invites application from suitable candidates for a position of **Marketing Executive**.

Job description

The marketing executive should lead a complete marketing experience of the organization's journey, from determining positioning, naming, competitive analysis, feature prioritization and external communications. Demonstrating ability to work with a cross-functional team across sales, corporate communications, legal, webmasters, capacity building, research and more. This role will involve marketing strategy from beginning to end. The candidates are requested to go through our website and acquaint themselves with CIRC's profile.

Minimum Qualification

- At least 1 year of relevant experience in a marketing role, including media and online marketing segments.
- Good communication, presentation, teamwork, social-media handling, drafting, planning and IT skills.
- Adaptability, creativity, team spirit and commercial awareness.

Essential skill-set requirement for the role

- Partnering capability with cross-functional teams across CIRC to ensure successful execution of the marketing strategy.
- Strong presentation, communication, drafting, computer skills.
- Ability to use spreadsheets and IT tools to analyse, tabulate and maintain data.
- Social media, customer segmentation digital marketing expertise.
- Good at tele-calling and logging the marketing feedback.
- Open to take up traveling for meetings and marketing campaigns.
- Production of ongoing competitor analysis and reporting, with particular reference to pricing, presentation and promotion.
- Complete responsibility of preparing and writing copy for all marketing collateral, including brochures, letters, emails and reports.

Duties of the Marketing Executive include:

- Planning, developing and implementing effective marketing communication campaigns to meet targets.
- Handling event and conference co-ordination.
- Using the full marketing mix of digital and email strategy for the company's marketing communications.
- Responsible for website updation and content quality management on a regular basis.
- Monitoring ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occur.
- Undertaking detailed ongoing analysis of marketing campaigns and database to ensure, targets are met.

- Communicate marketing strategy to stakeholders/senior management across CIRC; act as a valuable marketing partner and advocate.
- Demonstrate analytical skills and ability to develop product strategy/positioning, business plans, customers and market insights, analyze campaign effectiveness.

Compensation

CIRC recognises that the right candidate will have a significant impact on the success of the organisation and is prepared to offer an attractive compensation package for the not for profit sector, commensurate with experience.

Location

The position will be based in New Delhi. Travelling around India with potential for international travelling related to projects and conferences will be expected.

To apply

Qualified candidates should send their email to nm@circ.in and hr@circ.in with following documents, along with an appropriate covering letter:

- a. CV
- b. Present CTC
- c. Notice period with present organization
- d. Contact details of two referees (email & mobile number)

Please mention the position you are applying in subject line of email. Given the large volumes of applications we receive, we are unable to respond to all applicants and our responses are limited to those who are shortlisted.

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