



<https://jobable.govhelp.in/job/britannia-recruitment-2023-24-new-job-product-marketing-manager-post/>

## Britannia Recruitment 2023-24 – New Job – Product Marketing Manager Post

### Job Location

India  
Remote work from: IND

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### Base Salary

USD 11,800 - USD 19,500

### Qualifications

12th/ Graduate

### Employment Type

Full-time

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### Description

## Britannia Recruitment 2023-24

We are looking for a passionate and experienced Product Marketing Manager to join our team in [City, State]. In this role, you will be responsible for the development and execution of marketing strategies for our assigned product portfolio. You will work closely with cross-functional teams, including product development, sales, and marketing, to ensure that our products are successfully launched and positioned in the market.

## Britannia Careers

### Responsibilities:

- Develop and implement marketing plans for assigned products, including market research, competitive analysis, and pricing strategy.
- Manage the product lifecycle from launch to maturity, including brand positioning, messaging, and communication.
- Develop and execute marketing campaigns across various channels, including digital, social media, and traditional media.
- Analyze marketing data and track the performance of marketing campaigns.
- Manage relationships with key stakeholders, such as retailers, distributors, and influencers.

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### Britannia Jobs near me

### Hiring organization

Britannia

### Date posted

December 23, 2023

### Valid through

31.08.2024

APPLY NOW

**Skills:**

- Bachelor's degree in marketing or a related field.
- Minimum 5 years of experience in product marketing, with a proven track record of success.
- Strong understanding of the consumer goods market and the Indian food industry.
- Excellent communication, presentation, and analytical skills.
- Proven ability to work independently and as part of a team.

**Important Links** Find the Link in [Apply Now Button](#)

Experience with marketing software and tools is a plus.

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