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Colgate Hiring Vacancy – Private Jobs – Product Marketing Manager Posts

Hiring organization
Colgate

Job Location

India
Remote work from: IND

Date posted
February 24, 2024

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Valid through
31.08.2024

Base Salary

USD 10 - USD 22

APPLY NOW

Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Colgate Hiring Vacancy

As a Product Marketing Manager at Colgate, you'll play a pivotal role in shaping the future of our iconic oral care brands. You'll be responsible for developing and executing comprehensive marketing strategies that drive brand awareness, engagement, and ultimately, sales. This is an opportunity to leverage your creativity, marketing expertise, and data-driven insights to make a real difference in people's lives.

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Colgate Careers

Responsibilities:

- Conduct market research and competitor analysis to identify opportunities for growth and innovation.
- Develop and manage comprehensive marketing plans for assigned oral care products, including go-to-market strategies, advertising campaigns, and promotional activities.
- Collaborate with cross-functional teams (e.g., R&D, sales, design) to ensure brand consistency and messaging alignment across all touchpoints.
- Create and manage marketing budgets, track campaign performance, and measure ROI.
- Stay abreast of industry trends and consumer insights to adapt marketing strategies as needed.

- Develop and manage relationships with key influencers and media partners.

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Colgate Jobs Near Me

Skills:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of experience in product marketing, brand management, or a similar role.
- Strong understanding of consumer insights and market research methodologies.
- Excellent communication, presentation, and storytelling skills.
- Proven ability to manage multiple projects and deadlines effectively.
- Proficiency in marketing analytics tools and data analysis.
- Passion for oral care and the Colgate brand a plus!

Tags:

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