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Marketing Director – Job Opportunities – JWS Steel Recruitment

Job Location

India
Remote work from: IND

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Base Salary

USD 11 - USD 21

Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Director

As the Marketing Director, you will play a pivotal role in shaping JSW Steel's brand image and reputation. You will be responsible for developing and executing comprehensive marketing plans, managing the marketing budget, and overseeing a team of talented marketing professionals. You will work closely with other departments, such as Sales, Product Development, and Customer Service, to ensure a cohesive and customer-centric approach.

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JWS Steel Careers

Responsibilities:

- Develop and implement comprehensive marketing strategies that align with JSW Steel's overall business objectives.
- Lead the development and execution of marketing campaigns across various channels, including digital, print, and traditional media.
- Manage and optimize the marketing budget to maximize return on investment (ROI).
- Conduct market research and analysis to identify market trends, customer needs, and competitor strategies.
- Oversee the development and implementation of branding initiatives to strengthen JSW Steel's brand in the market.
- Manage and lead a high-performing marketing team, providing coaching

Hiring organization

JWS Steel

Date posted

February 28, 2024

Valid through

31.08.2024

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and mentorship to develop their skills and expertise.

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JWS Steel Jobs Near Me

Skills:

- Proven track record of success in developing and implementing effective marketing strategies in the steel industry or a related B2B environment.
- Strong understanding of marketing principles, including brand management, market research, and campaign development.
- Excellent communication, presentation, and interpersonal skills with the ability to influence and inspire stakeholders across various levels.
- Strong analytical and problem-solving skills with the ability to translate data into actionable insights.
- Experience in managing and leading a marketing team.

Tags:

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