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Product Marketing Manager – Fast Job Search – 12th Pass Jobs in JSW Steel

Hiring organization
JWS Steel

Job Location

India
Remote work from: IND

Date posted
February 6, 2024

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Valid through
31.08.2024

Base Salary
USD 12 - USD 20

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Qualifications
Graduate, 12th

Employment Type
Full-time

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Description

Product Marketing Manager

JSW Steel, one of India's largest and most respected steel companies, is seeking a talented and results-oriented Product Marketing Manager to join our dynamic team. In this role, you will be responsible for developing and implementing go-to-market strategies for our diverse product portfolio, ensuring we effectively communicate the value proposition of each offering to our target audience.

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JWS Steel Careers

Responsibilities:

- Develop and execute comprehensive product marketing plans that drive market share growth and brand awareness for assigned product lines.
- Conduct market research and analysis to identify customer needs, trends, and competitive landscape.
- Craft compelling marketing materials, including presentations, brochures, case studies, and digital content, that effectively communicate product benefits and differentiation.
- Manage the development and implementation of marketing campaigns across various channels, including digital, print, and events.
- Collaborate with cross-functional teams, including sales, R&D, and production, to ensure alignment and successful product launch.
- Monitor and analyze marketing campaign performance, and recommend

improvements based on data and insights.

- Stay updated on the latest trends in steel industry, marketing practices, and digital technologies.

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JWS Steel Jobs Near Me

Skills:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 2-5 years of experience in B2B marketing, ideally within the steel or manufacturing industry.
- Strong understanding of marketing fundamentals, including market research, segmentation, and campaign development.
- Excellent written and verbal communication skills, with the ability to create clear and concise marketing copy.
- Proficient in Microsoft Office Suite and marketing automation tools.
- Experience with data analysis and interpretation.

Tags:

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