

Marketing Manager with dynamic AI Company

Company Introduction

- Information Security & Data Analytics Series A funded company
- Working in cutting edge technologies - Using AI for predictive intelligence and Facial Biometrics
- Among Top 5 Cyber excellence companies globally (Holger Schulze awards)
- Bronze award for best startup of the year (Indian Express IT awards), only cyber security company in top 3
- More than 100+ clients in India

Job Description

- Market Competition Analysis. Deriving insights about the current market trends and susceptibility in near future
- Handling Webinars/ demos and knowledge sessions for clients. Influence through communicating the Brand Value proposition.
- Collaborate with internal stakeholders and knowledge sources for working on internal branding of company products and services
- Content Management. Review all written content/ communications for marketing across online and offline channels.
- Develop content for website, emails, ads, landing pages, social promotion, press releases, case studies, videos, product collateral, whitepapers, presentations, etc.
- Draft responses to media queries and briefing documents as company spokespersons
- Coordinate with designated PR agency and review position documents
- Can collaborate with HR for identifying Employer branding strategies
- Handling product promotions through different IT platforms, like: Mailer Campaigns, Video Conferencing , Social Media Channels: Facebook and linkedin
- Design, build and maintain our social media presence
- Strategize and execute creative campaigns and experiments that will set the company apart from the competitive landscape
- Manage participation in various events, conferences/roundtables to generate awareness and lead generation opportunity
- External vendor and partner management where ever required
- Measure and report results and impact of marketing programs

Necessary Skills

- Experience of delivering effective internal communications strategies
- Knowledge & experience of working with design/print agencies and other relevant suppliers
- Knowledge & experience of working with media
- Knowledge of market and industry trends to identify company positioning and branding strategy

Education

B.Tech, MBA Marketing

Experience

5-15 years