

# Marketing Manager

## Description

The Marketing Officer for Industrial Coatings is responsible for developing and executing marketing strategies to promote and grow the company's range of industrial coatings. This role involves conducting market research, identifying potential customers, and developing marketing campaigns to support sales efforts. The officer will work closely with sales, technical teams, and external stakeholders to ensure alignment and delivery of business goals.

## Responsibilities

### Key Responsibilities:

#### 1. Market Research & Analysis:

- Conduct market analysis to understand industry trends, customer requirements, and competitive landscape in the industrial coatings sector.
- Identify potential market opportunities and target segments for coatings, including fire retardant, anti-corrosive, and Bio Surfactants.
- Track and report on the effectiveness of marketing initiatives, providing insights and recommendations for improvements.

#### 2. Marketing Strategy Development:

- Develop comprehensive marketing strategies to promote industrial coatings to new and existing markets.
- Develop product positioning and messaging that differentiates the coatings from competitors and resonates with key customer segments.
- Work with cross-functional teams (R&D, sales, and technical teams) to create compelling product value propositions.

#### 3. Campaign Management:

- Plan, coordinate, and execute marketing campaigns across various channels, including digital marketing, print, and trade shows.
- Collaborate with external agencies and vendors to design promotional materials such as brochures, presentations, and online content.
- Oversee and manage the company's website and social media presence to boost online visibility and generate leads.

#### 4. Sales Support:

- Partner with the sales team to create marketing materials and presentations tailored to specific client needs.
- Provide training and support to sales staff on marketing strategies, new product launches, and customer engagement tactics.
- Support the development of lead generation and customer retention programs to drive business growth.

#### 5. Brand Development:

- Maintain and enhance brand image by ensuring consistent and effective communication of the company's coatings solutions.
- Monitor competitor activities and positioning, making adjustments to the company's messaging and strategies where necessary.
- Assist in the organization and participation of industry events, conferences, and trade exhibitions to promote products and gather customer feedback.

## Hiring organization

Pulse HRM

## Employment Type

Full-time

## Job Location

Kolkata

## Date posted

October 17, 2024

## Valid through

17.11.2024

## 6. Customer Engagement & Feedback:

- Engage directly with customers to gather insights and feedback on product performance, needs, and satisfaction levels.
- Coordinate market surveys and customer satisfaction assessments, customer feedback to inform product development and improvement initiatives.
- Develop case studies and testimonials from satisfied customers to build brand credibility and attract new clients.

### Key Skills & Competencies:

- Strong understanding of the industrial coatings market, including fire retardant, anti-corrosive, and specialty coatings.
- Excellent analytical skills and ability to interpret market trends and customer insights.
- Proficiency in digital marketing, content creation, and lead generation.
- Strong communication and interpersonal skills to work effectively with internal teams and external partners.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Experience in B2B marketing, especially within the industrial/manufacturing sectors.

### Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 3+ years of experience in marketing industrial coatings or similar industrial products.
- Proven track record in developing and executing successful marketing strategies and campaigns.
- Familiarity with digital marketing tools, CRM systems, and market research techniques.
- Experience with trade shows, product launches, and customer relationship management.

**CTC-** Up to 8 LPA