

AM - Marketing operations – BTL Activation

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Company: Antara Senior Care

Location: bangalore

Category: other-general

Key Responsibilities: Develop marketing initiatives to ensure brand visibility and awareness for lead generation and business outcomes Plan and execute on-ground initiatives (RWA activation/partner events/exhibition stalls /roadshows)to create a brand recall and awareness amongst relevant stakeholders Executing tie-ups and promotional activities Understand regional-specific market needs to forecast & plan BTL Strategy Coordinate with creative agency & vendors to design, print & dispatch all brand & product related POS materials Supervise procurement & execution of various print materials/marketing collaterals eg: brochures, danglers, wobblers, hoardings, sun boards, leaflets, newsletters etc Responsible for establishing a strong network of vendors / Agencies for various promotional activities planned for the respective regions. Monitor progress, analyze & publish daily/weekly performance reports to identify issues and opportunities Adherence to brand guidelines for all creative creation and marketing initiatives Handling vendor invoicing & ensure their timely payments for maintaining healthy relations & goodwill of the organization

NETWORK OF INTERACTION RELATIONS: Vendors engaged in providing services

RELATIONSHIPS: Marketing team, commercial team & sales corporate & regional teams

MINIMUM REQUIREMENTS Candidate should be a Postgraduate, preferably in marketing Flexible individual with the ability to multitask with 3-5 years of experience in offline marketing, BTL campaigns Excellent relationship management, communication, and analytical skills Expertise on MS Office, Word, PowerPoint, and Excel Looking for someone who can align business priorities with multiple stakeholders and get things done Local language is mandatory

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