

## AM - Marketing operations – BTL Activation

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Company: Antara Senior Care

Location: Bengaluru

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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