

Organization:	DSAND
Job Title:	Marketing Manager / Head of Marketing
CTC:	5 - 6 LPA
Location:	Indore
Departments Eligibility:	MANAGEMENT
Course Eligibility	MBA
Student Gender Preference:	Male/Female

General Job Description

- Develop and execute digital and offline marketing campaigns across various platforms.
- Manage Social Media Channels, email campaigns, SEO/SEM strategies, and paid ad campaigns using tools like Google Ads, Meta Ads Manager, Mail chimp, Canva.
- Analyze market trends, competitor activities, and customer behaviour to guide strategy.
- Create compelling content and promotional materials tailored to the target audience.
- Coordinate with design and content teams to maintain brand consistency.
- Track campaign performance and prepare marketing analytics reports using tools.
- Organize product launches, exhibitions, and promotional events.
- Collaborate with sales teams to align marketing efforts with business objectives.

Eligibility

MANAGEMENT

SPECIALIZATION : MARKETING

MBA

Fresher

Bachelor/ Master degree in Marketing, or related field.

Candidates from top-tier institutions will be given preference.

0-3 years of experience in a marketing role. Experience is a plus but not mandatory.

Sound knowledge of modern marketing tools and platforms for digital promotions and lead nurturing..

Strong communication, creativity, and coordination skill

Strong knowledge of digital marketing Marketing Manager / Head of Marketing platform.

Job Reviewed by: Director, Training & Placement

Job Approved by: Director, Training & Placement

Job opportunity provided through: Training and Campus Placement Department

Date: 20/05/2025