Srinath University
अध्ययन • अनुशासन • अनुग्रहण

# JOB DESCRIPTION

SBI Life
Apne liye. Apno ke liye.

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| **Organization:** | **SBI LIFE** |
| **Job Title:** | **MARKETING ASSOCIATE** |
| **CTC:** | **3 LPA** |
| **Location:** | **JAMSHEDPUR** |
| **Departments Eligibility:** | **MANAGMENT** |
| **Course Eligibility** | **BBA,MBA** |
| **Student Gender Preference:** | **ALL** |

**General Job Description**

- Assist in planning and executing marketing campaigns and promotional activities.
- Conduct market research to identify customer needs, market trends, and business opportunities.
- Generate and follow up on leads through various marketing channels.
- Communicate with prospective customers and provide information about products/services.
- Support social media, email marketing, and other digital marketing activities.
- Assist in organising promotional events, exhibitions, seminars, and campaigns.
- Maintain and update customer and lead databases.
- Coordinate with the sales and marketing teams to achieve business targets.
- Prepare basic marketing reports and track campaign performance.
- Monitor competitors and provide relevant market insights.
- Build and maintain positive relationships with customers and business partners.
- Perform other marketing and business development activities as assigned.

**Preferred Skills**

- Good verbal and written communication skills.
- Strong interpersonal and relationship-building skills.
- Basic knowledge of marketing and sales concepts.
- Good presentation and negotiation skills.
- Basic knowledge of MS Office / Google Workspace.
- Knowledge of social media and digital marketing is an advantage.
- Strong convincing and customer-handling abilities.
- Good analytical and problem-solving skills.
- Ability to work independently as well as in a team.
- Willingness to travel or work in the field, if required.

**Eligibility**

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| **MANAGMENT** |
| Specialization **BBA,MBA** |
| Fresher |

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| **Job Reviewed by: Senior Director, Training & Placement** |
| **Job Approved by: Senior Director, Training & Placement** |
| **Job opportunity provided through: Training and Campus Placement Department** |

**DATE:-05.07.2026**