



<https://govhelp.in/job/tata-steel-recruitment-2023-free-job-alert-marketing-manager-post/>

## Tata Steel Jobs 2023 – Free Job Alert – Marketing Manager Post

### Job Location

India  
Remote work from: Brazil

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### Base Salary

USD. 10,500 - USD. 15,000

### Qualifications

12th Pass, Graduation.

### Employment Type

Full-time

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### Description

## Tata Steel Recruitment 2023

Tata Steel, one of the leading steel manufacturing companies, is currently seeking a Marketing Manager to join our team. As a Marketing Manager, you will play a key role in developing and implementing marketing strategies to promote our products and drive business growth.

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### Tata Steel Jobs Near Me

### Responsibilities:

1. Strategy Development: Collaborate with the marketing team and senior management to develop marketing strategies aligned with business objectives. Conduct market research to identify customer needs and preferences.
2. Product Promotion: Develop and implement effective marketing campaigns and initiatives to promote Tata Steel products. Utilize various marketing channels, including digital platforms, advertising, events, and trade shows.
3. Brand Management: Ensure consistent brand messaging and positioning across all marketing activities. Monitor brand performance and make recommendations for improvements.
4. Market Analysis: Analyze market trends, competition, and customer insights to identify opportunities for growth. Stay updated on industry developments and adjust marketing strategies accordingly.

### Hiring organization

Tata Steel

### Date posted

June 6, 2023

### Valid through

31.12.2023

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5. Sales Support: Collaborate with the sales team to provide marketing support for lead generation, customer acquisition, and retention. Develop sales enablement tools and materials.
6. Marketing Collateral: Oversee the creation and production of marketing collateral, including brochures, presentations, website content, and product catalogs. Ensure the accuracy and quality of marketing materials.
7. Digital Marketing: Drive digital marketing initiatives, including website optimization, social media campaigns, email marketing, and search engine optimization (SEO). Monitor digital marketing metrics and make data-driven decisions.
8. Budget Management: Develop and manage the marketing budget effectively. Monitor expenses, track ROI, and ensure cost efficiency in marketing activities.
9. Team Leadership: Lead and mentor a team of marketing professionals. Set performance goals, provide feedback, and support their professional development.
10. Stakeholder Engagement: Collaborate with internal stakeholders, such as product managers, sales teams, and senior executives, to align marketing efforts with business goals. Foster strong relationships with external partners, agencies, and vendors.

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#### **Tata Steel Careers**

#### **Qualifications:**

- Bachelor's degree in Marketing, Business Administration, or a related field. Master's degree is preferred.
- Proven experience in marketing management, preferably in the manufacturing or steel industry.
- Strong knowledge of marketing principles, strategies, and tactics.
- Excellent analytical and problem-solving skills.
- Effective communication and interpersonal skills.
- Proficiency in using marketing tools and software.
- Ability to work in a fast-paced, dynamic environment.
- Leadership skills and the ability to inspire and motivate a team.
- Results-oriented mindset with a focus on achieving targets.
- Adaptability and willingness to embrace new technologies and trends.

**Important Links** Find the Link in [Apply Now](#) Button

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