



<https://govhelp.in/job/aditya-birla-group-careers-job-search-job-alert-for-marketing-specialist/>

Aditya Birla Group Careers – Job Search – Job Alert For Marketing Specialist

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

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Base Salary

USD. 12 - USD. 24

Qualifications

12th Pass, Graduate, Post Graduate

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Employment Type

Full-time

Description

Aditya Birla Group Recruitment 2024

Do you have a passion for marketing and a knack for crafting compelling campaigns? Are you eager to contribute to the success of a renowned Indian conglomerate?

If so, then this is the opportunity you've been waiting for! We're seeking a talented and motivated Marketing Specialist to join our dynamic team at Aditya Birla Group.

Aditya Birla Group Jobs Near Me

About Aditya Birla Group

Aditya Birla Group is a leading Indian multinational conglomerate headquartered in Mumbai, India. Established in 1857, the Group has grown into a global powerhouse with a presence in 36 countries across 24 sectors. From metals and financial services to telecom and retail, Aditya Birla Group is a household name synonymous with innovation, excellence, and social responsibility.

Why Join Us?

As a Marketing Specialist at Aditya Birla Group, you'll play a vital role in shaping and executing our marketing strategies. You'll have the opportunity to work on a diverse range of projects, collaborating with talented professionals across various

Hiring organization

Aditya Birla Group

Date posted

April 2, 2024

Valid through

31.12.2024

APPLY NOW

business units. This role offers a dynamic and fast-paced environment where you can learn, grow, and contribute to the success of a truly iconic brand.

Summary

We're looking for a creative and results-oriented Marketing Specialist to join our team. You'll be responsible for developing and executing marketing campaigns across various digital and traditional channels. You'll also be involved in market research, content creation, and data analysis to ensure the effectiveness of our marketing efforts.

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Key Responsibilities

- Conduct market research to understand target audiences, competitor strategies, and industry trends.
- Develop and execute comprehensive marketing campaigns across digital (SEO, SEM, social media) and traditional (print, events) channels.
- Create engaging content (written, visual) to promote our products and services.
- Manage and analyze marketing campaign data to measure performance and identify areas for improvement.
- Stay updated on the latest marketing trends and technologies.
- Collaborate with cross-functional teams (design, sales, communications) to achieve marketing goals.
- Assist with developing and maintaining brand guidelines.

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in a marketing role (freshers will also be considered for exceptional candidates).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Proficiency in marketing tools and technologies (e.g., SEO/SEM platforms, social media management tools, analytics platforms).
- Ability to work independently and as part of a team.
- Creative mindset with a problem-solving approach.
- Strong analytical skills with the ability to interpret data and draw meaningful insights.
- Time management skills and the ability to prioritize tasks effectively.

Experience

This role is open to both experienced marketing professionals and talented freshers with a strong academic background and a passion for marketing.

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Why Join Aditya Birla Group?

- Opportunity to work on a diverse range of projects for a leading Indian conglomerate.
- Fast-paced and dynamic work environment that fosters learning and growth.
- Competitive salary and benefits package.
- Work with a talented and experienced team of professionals.
- Be part of a company that is committed to innovation, excellence, and social responsibility.

Application Process

To apply, please submit your resume and a cover letter outlining your qualifications and interest in the position.

We look forward to hearing from you!

General Overview

Joining Aditya Birla Group as a Marketing Specialist offers a unique opportunity to be part of a legacy. You'll gain valuable experience working on real-world marketing campaigns for a renowned brand. The work environment is collaborative and fast-paced, encouraging you to learn, grow, and push your creative boundaries. This role is a perfect fit for individuals who are passionate about marketing, eager to make a difference, and excited to be part of a winning team.

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