

# Job Description

Designation: - Marketing Manager

Job Code: - AMO/MM/01

Qualification: - MBA (With B.tech)

Experience: - Fresher/1-2 yrs of experience.

Job Location: - Noida

No. of Joining: - 01

## Responsibilities:-

- Coordinate with agencies for designing campaign online & offline.
- Assist the design agency on content, artwork and pagination / post production.
- Success Stories – Coordinate details from relevant sites / Develop content / Execute photo-shoots as per the agreed plan
- Regular story updates from across the plants and zones.
- Assist the agency with the next level development phase and roll out
- Press Conferences (Dealer launch, Facility inauguration, Product launch)
- Collaterals and content for presentations and for the media
- Post-conference reports and press release
- Work with the agency for the execution
- Collaterals and content for the Dealers
- Execute the agreed plan for AMO Social handle
- Analyze the success of the campaigns
- Provide literature and other collaterals for the preparation of weekly calendars  
Inputs for relevant topics for tweets
- Work on quarterly and bi-annual plans
- Prepare yearly advertisement plan on the basis of editorial calendars
- Work with the agency on creative adaptations and ensure timely delivery to all the trade magazines
- Execute the advertisement plan as per policy
- Print advertisement budget – update budget sheet every month to map expenses (trade and mainline)

## Requirements:-

- Excellent verbal & written communication.
- Good in MS-Office.
- Presentable & Smart
- Strong command on data analysis.