

	FALKEN TYRE INDIA PVT. LTD.
GURGAON	Role Profile

Job Description	
Level/ Designation	Executive- Marketing
Reports to	General Manager (Sales & Marketing)
Principal Accountabilities	<ul style="list-style-type: none"> • Consolidate annual volume projections. • Brand budget & Implementation of budgeted branding activities • Improving brand visibility. • Initiate appropriate changes in marketing mix for existing product as per changing market dynamics and consumer needs and applications • Conceptualizing all India launch plans and their execution for new products. • Preparing the brief and managing till final execution of the brief. • Ensuring timely execution of plans and works with agency. • Preparing Advertisements/Advertorials/Product Literature • Assess trends & growth rates; identify profitable markets. • Market Potential mapping • Research/Inputs/information required for brand • Developing special objectives and carrying individual and group projects for brands. • Customer feedback with the help of external agency • Competition tracking-schemes/offers/new products introduced.
Qualification	Graduate + MBA/PGDM degree
Age and Experience	Approx. 25-35 Years Approx. 5-10 years

If you are interested in the opportunity, send your Cover Letter and Curriculum Vitae to careers@falkentyres.in