



MARKETING MANAGER

Location: Noida

Company Profile: French company managing a unique portfolio of international food and dairy brands. (Product scope is: Imported range as well locally produced food products, with a primary target to Horeca).

Mission:

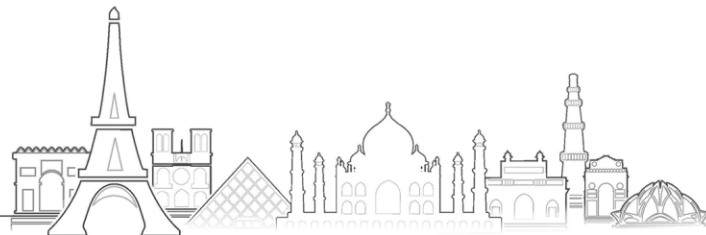
Analyzing market trends and innovations for recommending & implementing marketing resources to develop the sales, with innovative product solution concept dedicated to a specific sale channel or QSR category, in India or for the APAC region.

Main Activities:

- Studying the direct and peripheral market environments, direct and indirect competition, distribution and consumer. Panel analysis (Nielsen, Euromonitor) and preparation of sales aids and tools based on them.
- Drawing up the annual marketing plan and implementing actions in a coordinated way.
- Identifying customer's strategy and how they operate.
- Recommending and implementing the marketing strategy within the budget/LTP framework: Developing the product solutions as part of the Business Model.
- Propose specific product solution concept through regular ideation meeting for each KA or client category (pizza or burger chains, Horeca).
- Translation of the marketing speech into a sales pitch for the sales managers or KA.
- Ensuring maximum consumer satisfaction, bringing attention to quality and product use at customer level.
- Recommending means/resources and service providers, and coordinate their works.

Required Profile:

- **Education:** Diploma of Higher Education specialized in Marketing, Business or Master's courses Business School.



- **Experience:** Sales and Marketing: 5 to 8 years –(Head of Regional Sales - Brand Manager)
- **Language:** Excellent communication skills in English.

Please send your CV to employment.service@ifcci.org.in

About Indo-French Chamber of Commerce & Industry (IFCCI)

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