

Profile: Associate/Assistant Manager, Marketing Operations

Team: Marketing & Communications

Job Status: Full-time

Location: Mumbai, India

Samhita collaborates with companies, social organizations, foundations and policy makers, to design and execute impactful social change strategies. In the last few years, we have worked with companies such as L&T, Godrej, Nomura, DHFL, Morgan Stanley and Hindustan Unilever, and grant-making agencies like The Rockefeller Foundation, Bill & Melinda Gates Foundation and Tata Trusts, to spark collective action around critical social issues.

We are looking for a Marketing Operations resource with 1-3 years of experience to join our Marketing and Communications team. As the title suggests, this role exists in between traditional marketing and operations functions. The individual will optimize and improve the company's marketing efforts and communicate with multiple stakeholders both within and outside the organization.

Responsibilities:

- Ensure execution of the company's marketing strategy with quick turnaround times by coordinating between internal team members, vendors and other stakeholders.
- Create, analyze and optimize marketing processes; experience in market research, surveys and data analysis would be an advantage.
- Handle integration and maintenance of marketing automation tools, CRM, email marketing tools, analytics etc.
- Develop and maintain a rigorous reporting approach to measure marketing attribution and ensure adherence to branding guidelines/strategy.
- Take complete ownership of execution for events organized by the company.
- Assist the business development team in presentations, pitches, proposal and collateral design.

Requirements:

- 1-3 years of experience in a business environment with both online and offline marketing.
- Good interpersonal communication skills. Should be able to work in cross-functional teams.
- Fluency in written and spoken English; fluency other languages is an advantage.
- Proficiency in Marketing Automation is an advantage.
- An eye for aesthetic design. Knowledge of image editing tools like Canva, Photoshop is a plus.

If you would like to take up this challenge, then kindly send your resume to careers@samhita.org.