



<b>Role</b>	Manager - Marketing	<b>Department</b>	Marketing
<b>Reporting Manager</b>	Group Chairman	<b>Job Location</b>	Mumbai, Singapore or UAE

**Brief Profile:**

The Manager Marketing, is responsible for developing, implementing and executing strategic marketing plans for an entire organization in order to attract potential customers and retain existing ones.

**Job Profile:**

- Ensure Corporate Branding Manual is designed and guidelines are adhered by all business units.
- Prepare, design and update corporate branding proposal PPT's in coordination with Business Heads for all our business verticals, such as UTG, Security and Underwater Diving.
- Create and design various marketing promotions, campaigns, seminars, marketing materials, etc. for our business verticals.
- Brand and product development and management.
- Manage public relations and communications, market growth and research metrics.
- Keep a tab on branding material to be in line with corporate manual (broachers, online post, etc.)
- Conduct market research to gain a clear understanding of what an organization's customers really want and Developing the Marketing Strategy accordingly.
- SEO – for all our brands
- Manage Social Media handles
- Customer Relationship Management
- Identifying New Business Opportunities
- Keep abreast latest industry trends and updates.
- Coordinate and work with various business heads.

**Qualification, Experience and skills:**

- MBA with specialization in Marketing
- Minimum 4-5 years of hands on work experience.
- Experience in shipping / logistic industry will be an added advantage
- Diverse skill set that includes business management skills, creative thinking, and problem-solving.
- Must possess excellent communication skills both written and spoken.
- Creative and innovative thinking
- Social and outgoing personality

**KPI's:**

**Revenue and Cost : 50% weightage**

- **Sales Revenue** : Mapping your marketing activities against your sales revenue.
- **Customer Count** : Analyze customer count in relation to the sales revenue trend.(Gaining fewer new customers that are profitable can be better than gaining more customers who are low-spenders)
- **Customer Lifetime Value** – (LTV) Monitor the month-over-month LTV of your customers to quickly identify the factors that contribute to the increase or decrease in the LTV.
- **Customer Acquisition Cost (CAC)** - Total sales and marketing investment in acquiring new customers / No. of customers acquired = CAC
- Churn (Customer Attrition Rate) - Keep the customer attrition rate low and customer retention rate high.
- **Marketing Return on Investment (MROI)** – (Incremental financial value gained as a result of the marketing investment - cost of the marketing investment) / cost of the marketing investment.

**Customer Reach and engagement: 40% Weightage**

- **Customer satisfaction** - Tackle common customer concerns and encourage everyone in the organization to be proactive in keeping your customers happy. Use Net Promoters Score method for tracking feedback.
- **Customer Reach** - Track website traffic, monitor email reach, or social media reach and driving the numbers on their respective metrics
- **Customer Engagement Rate** - Monitor engagement rate in real time, especially when you're running a campaign.
- **Customer Conversion Rate** - Ratio of hits/clicks/opens to leads and customers helps you to weed out the least useful tactics.

**People Learning, self-growth & Networking– 10%**

- Attend at least one relevant personal development related webinar/training once each quarter specific to your job role or personal development.
- Take initiatives to network within the market (Shipping, IT personnel, etc.)

I hereby acknowledge and accept the above stated job description and will comply with the same

Acceptance: \_\_\_\_\_ (Signature)