



Assistant Marketing Manager

vConstruct, a Pune based international engineering and construction services firm seeks **process oriented individuals with strong customer orientation and focus** for assistant marketing manager responsibilities.

Role Description

vConstruct requires a Assistant Marketing Manager who can fuel the marketing communication and outreach efforts. vConstruct feels strongly that an impactful marketing effort that comprises of sending the right messaging, the right way to the right customer base (existing or potential) will help catalyze our growth and build a strong brand image.

Immediate requirement is to organize and structure the current communication platform and channels and evolve the communication opportunities for a better and relevant outreach to customer groups. This role will focus on the same and will work with Business Unit Leaders and vConstruct leadership team to shape the marketing effort.

Responsibilities

I. Immediate Responsibilities

- Collaborate with Business Unit Leaders, Domain Experts to produce relevant content that meets the needs of both key stakeholders and our audience (Newsletters, Case Studies, Brochures)
- Design and execute the marketing collaterals (Newsletters, Case Studies, Brochures)
- Lead Internal Branding Initiatives: Office, Meeting Rooms, Annual Events, Branding material, Internal Events, Competitions etc.
- Manage the internal website (Toolbox) page and be responsible for content creation and design of same
- Plan, strategize and execute internal webpages for Business Units (BU) and Business Functions
- Manage Company Website (www.vconstruct.in) Design and Content.

II. Future and emerging Responsibilities

- Understand and adopt vConstruct brand and build upon the definition of same
 - Collaborate with BU Leaders to define and execute the branding strategy for vConstruct and its services
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- Collaborate with BU Leaders to define marketing strategies (STP and 4Ps); Structure and evolve STP and 4Ps from the existing customer pattern
 - Execute marketing strategy for vConstruct to attract talent and improve vConstruct branding.
 - Assist in content creation marketing events, tradeshow, customer events, and partner sessions. This includes site selection, negotiating contracts, assigning speakers, off-site coordination of logistics, invitation development, emailing invitations, and tracking follow-up activities to measure results of the event (ROI)
 - Build and manage the company's social media profiles and presence, including Website, Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
 - Build and manage a rich content that attracts a qualified audience
 - blog posts
 - whitepapers
 - case studies
 - videos
 - webinars
 - infographics
 - Collaborate with parent company for various marketing initiatives like monthly knowledge sharing sessions
 - Hire, Train and Manage Marketing Assistant(s).

Qualifications and Skills

- Bachelors in Marketing or related field with 4 to 6 years of marketing/communications experience required, preferably in a professional services organization
 - MBA or PGDM in Marketing preferred
 - Excellent verbal and written communication skills
 - Strong planning, organizational and problem-solving skills, with good time management and attention to detail
 - A strong work ethic and a "can-do" attitude.
 - Ability to work independently with minimal supervision.
 - Experience working with cross-functional teams
 - Proficiency in Microsoft Office Suite, email automation tools, Adobe Creative Suite, WordPress Demonstrated experience in developing content and managing communications across various social media platforms including Facebook, Twitter, Linked In
 - Experience in working with vendors for external projects like web site development, internal branding initiatives
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