

NATIONAL INDUSTRIAL CORRIDOR DEVELOPMENT CORPORATION LIMITED

Job description for the post of 'Senior Manager-Marketing'

COMPANY PROFILE

National Industrial Corridor project envisions to create a strong economic base with globally competitive environment and state of the art infrastructure to activate local commerce, enhance foreign investments and attain sustainable developments.

The project is conceived to develop a Global Manufacturing, Investment Destination Hub and Smart Cities with the best in-class infrastructure. The concept of formation of Industrial Corridors has been envisaged on the backbone of major transportation corridors like Eastern & Western Dedicated Freight Corridors and some of the recently announced freight corridors i.e. East West, East Coast and North South, Expressways and National Highways, proximity to ports, airports, etc. The objective is to create greenfield smart industrial cities with sustainable, 'plug n play', ICT enabled utilities to facilitate the manufacturing investments into the country by providing quality, reliable, sustainable and resilient infrastructure for the industries.

NICDC Ltd intends to recruit an eligible and competent person for the post of 'Senior Manager (Marketing)'.

JOB DESCRIPTION

He/she will report to Senior Officials of NICDC and shall be responsible for shaping and executing the marketing strategy to drive business growth and enhance brand recognition. He/she will lead a team of marketing professionals and collaborate closely with cross-functional teams to ensure the successful implementation of marketing initiatives. This role requires a strategic thinker with strong leadership skills and a deep understanding of marketing principles and practices

KEY RESPONSIBILITIES

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
- To create a consistent, professional brand look through marketing communication, adding value to the firm's content for marketing strategy.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Interaction with prospective investors.
- Engagement with industry associations, chambers, forum etc.
- Coordination with Indian missions abroad and foreign missions in India
- Coordination with Invest India, SPVs, and other Central/State Government agencies to support investment initiatives
- Generation and follow-up on leads etc.

- Help to plan and deliver exhibitions, events, corporate hospitality and conferences.
- Creation of promotional merchandise, show flyers, pre-and post-event marketing.
- Venue finding and delegate management.
- Detailed event admin and logistics.
- On-site management and post-event analysis.
- Manage social media functions, content posting, monitor and measure the effectiveness across all platforms. These includes but not limited to, Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.
- Monitor social media trends and use information positively.
- Evaluate and monitor graphic designers and copywriters and oversee the creation of ads, infographics, blog articles, etc.
- Supporting the Senior Management to oversee delivery of specific executions within campaigns/events aligned to Company's goals.
- Create, plan, edit and post social media content to drive the Company's brand image.
- Lead daily community management - proactively monitor, engage, and respond to key social media conversations in a timely manner.
- Deliver regular performance reports to drive analysis and insights of social media performance.
- Manage a social media budget and propose/execute promotions.
- Identify ways to maximize and leverage social content in all forms of marketing.
- Should have an understanding of how different social networks operate and be familiar with social media analytics tools for online content.
- To carry out such other duties as assigned by the Management from time to time.

MINIMUM REQUIREMENTS

1. **Nationality:** Indian
2. **Maximum Age:** 40 years as on 30th April, 2024
3. **Educational Qualification:** Should be Graduate in any discipline and MBA/ PGDBM in Marketing/ International Business Management or any equivalent degree in the same discipline from a recognized university with good academic record.
4. **Minimum Experience:** 10 years of relevant post-qualification experience.

KNOWLEDGE & SKILLS

- Knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform via written, oral, and visual media,
- Creative, analytical, problem-solving and innovative skills,
- Time management skills and ability to meet deadlines,
- Proactive, task driven and positive attitude,
- Knowledge of social media marketing on Facebook, Twitter, Pinterest, and YouTube,
- Proficient in Microsoft 365 solution,
- Skills in organizing resources and establishing priorities.

- Ability to contribute to knowledge management systems and procedures.
- Ability to foster collaborative work environment and a multi-cultural and multi-ethnic environment.
- Strong interpersonal skills and the ability to work effectively with wide range of constituents in a diverse community.

DESIGNATION & JOB LOCATION

The post of '**Senior Manager-Marketing**' is a senior position based in Delhi and may require business related travel.

PAY SCALE: The post is in the IDA Pay Band of Rs.70,000-3%-2,00,000/-.

HOW TO APPLY

Duly filled application form along with the resumes may be uploaded on the Company's website i.e., www.nicdc.in (Careers> Current Opening>Apply Online) till **30th April, 2024 by 17:00 HRS**. Applications received through any other mode shall be summarily rejected.

SELECTION PROCESS: A Selection Committee will be constituted to shortlist, interview and recommend the suitable candidate.

DISCLAIMER: This is not a Government job as NICDC is not a Government Company.