

Accenture Recruitment 2023 – 2+Years Experience Required – Marketing Director Post

Hiring organization
Accenture

Job Location

India
Remote work from: India

Date posted
May 6, 2023

Valid through
31.12.2025

Base Salary

Rs. 17,000 - Rs. 20,000

APPLY NOW

Qualifications

Graduate

Employment Type

Full-time

Experience

2+Years Experience Required

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Description

Accenture Recruitment 2023

The Marketing Director is responsible for developing and executing marketing programs to achieve the company's desired growth objectives.

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The Marketing Director will work with executive management to develop market strategies and positioning for the company and its products, as well as create and manage marketing campaigns across all channels.

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Accenture Careers

The Marketing Director is responsible for developing and leading the execution of the marketing strategy for the company. Reporting to the CEO, the Marketing Director will be responsible for all aspects of the company's marketing, including branding, product marketing, demand generation, lead generation, and customer retention/acquisition.

Responsibilities:

- Develop and execute a comprehensive marketing strategy that aligns with the company's vision and objectives
- Build and manage a world-class marketing team
- Lead and manage all branding, product marketing, demand generation, lead generation, and customer retention/acquisition activities

- Measure and report on marketing effectiveness using established metrics
- Optimize marketing programs and campaigns to improve results

Qualifications:

- 10+ years of experience in marketing, with at least 5 years in a senior management role
- Proven track record in developing and implementing successful marketing strategies
- Strong leadership skills and ability to build and motivate a high performance team
- Expertise in all areas of marketing, including branding, product marketing, demand generation, lead generation

Important Links

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