



<https://bestjob.jobsareahub.com/job/hdfc-bank-recruitment-2023-free-job-job-bank-marketing-manager-post/>

HDFC Bank Recruitment 2023 – Free Job – Job Bank – Marketing Manager Post

Hiring organization
HDFC Bank

Job Location

India
Remote work possible

Date posted
July 4, 2023

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Valid through
31.12.2025

Base Salary

Rs. 34,000 - Rs. 41,400

APPLY NOW

Qualifications

Graduate.

Employment Type

Full-time

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Description

HDFC Bank Recruitment 2023

Job Description: HDFC Bank is seeking a talented and experienced Marketing Manager to join our dynamic marketing team. As a Marketing Manager, you will be responsible for developing and implementing effective marketing strategies and campaigns to drive customer acquisition, engagement, and brand awareness. You will work closely with cross-functional teams to ensure marketing initiatives align with business objectives and contribute to the overall growth and success of HDFC Bank.

Free Job

Responsibilities:

1. Develop and execute comprehensive marketing plans and strategies to support business objectives and enhance brand visibility.
2. Conduct market research and analysis to identify customer insights, market trends, and competitive landscape, providing actionable recommendations for marketing initiatives.
3. Plan and oversee the execution of marketing campaigns across various channels, including digital, print, social media, and events, ensuring consistency in messaging and brand identity.
4. Collaborate with creative teams, agencies, and vendors to create compelling marketing collateral, advertisements, and promotional materials.
5. Manage the bank's online presence, including website content, social media platforms, and online advertising, to enhance customer engagement and

drive lead generation.

6. Monitor and analyze marketing campaign performance, tracking key metrics and KPIs, and providing regular reports and insights to stakeholders.
7. Coordinate with product teams to ensure effective positioning and promotion of banking products and services to target audiences.
8. Develop and maintain strong relationships with media partners, industry influencers, and key stakeholders to maximize brand exposure and PR opportunities.
9. Stay updated on industry trends, emerging technologies, and best practices in marketing to identify opportunities for innovation and competitive advantage.
10. Lead and mentor a team of marketing professionals, providing guidance, feedback, and support to foster their professional growth.

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Experience as a Fresher:

- No prior work experience is required. However, any internships, academic projects, or coursework related to quality control, banking, or process improvement would be advantageous.

Join our esteemed team at HDFC Bank and contribute to our mission of providing exceptional banking services to our customers. We offer a supportive work environment, professional development opportunities, and the chance to be part of a renowned financial institution.

Online Jobs

Skills and Qualifications:

1. Bachelor's degree in Marketing, Business Administration, or a related field. MBA in Marketing is preferred.
2. Proven experience as a Marketing Manager or similar role in the banking or financial services industry.
3. Strong strategic thinking and analytical skills, with the ability to translate data into actionable insights and strategies.
4. Proficiency in digital marketing techniques and platforms, including SEO, SEM, social media, email marketing, and marketing automation.
5. Excellent communication and presentation skills, with the ability to effectively convey complex ideas and concepts to diverse audiences.
6. Creativity and innovation in developing marketing campaigns and solutions.
7. Strong project management skills, with the ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines.
8. Leadership and team management abilities, with a collaborative and inclusive approach.
9. Knowledge of banking products, services, and regulations is desirable.
10. Proficiency in using marketing tools and software for data analysis and campaign management.

Experience:

- Minimum of 5 years of experience in marketing, preferably in the banking or financial services industry.
- Experience in managing end-to-end marketing campaigns and working with cross-functional teams.
- Freshers with exceptional marketing skills and a strong academic

Important Links background may be considered for junior-level positions **Find the Link in [Apply Now](#) Button**

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