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Wipro Recruitment 2023 - 2+Years Experience Required - Marketing Director Post

Hiring organization
Wipro

Job Location

India
Remote work from: India

Date posted
May 2, 2023

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Valid through
31.12.2025

Base Salary

Rs. 33,000 - Rs. 41,000

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Qualifications

12th Passed/Graduate

Employment Type

Full-time

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Description

Wipro Recruitment 2023

The Marketing Director is responsible for developing and leading marketing programs to achieve company objectives. The Marketing Director will work with the CEO to set the overall vision and strategy for the company's marketing efforts and will develop.

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The Detailed plans to achieve that vision. The Marketing Director will be responsible for all aspects of marketing, including branding, product marketing, demand generation, communications, and PR.

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Wipro Careers

This position is also responsible for developing and managing customer and prospect databases, as well as creating marketing content (e.g. website copy, blog posts, social media content, etc.).

Responsibilities:

- Develop and implement a marketing plan that meets the organization's objectives
- Oversee all marketing activities
- Create and manage customer and prospect databases

-Develop marketing content (e.g. website copy, blog posts, social media content, etc.)

Qualifications:

- Bachelor's degree in Marketing or a related field
- At least 5 years of experience in marketing, including 3 years in a management role
- Strong writing and editing skills
- Familiarity with social media platforms

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