



<https://bestjob.jobsareahub.com/job/asian-paint-recruitment-2023-2-years-experience-required-product-marketing-manager-post/>

## Asian Paint Recruitment 2023 - 2+ Years Experience Required - Product Marketing Manager Post

**Hiring organization**  
Asian Paint

**Date posted**  
July 5, 2023

**Valid through**  
31.12.2025

**APPLY NOW**

### Job Location

India  
Remote work from: India

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### Base Salary

Rs. 25,000 - Rs. 50,000

### Qualifications

Graduate.

### Employment Type

Full-time

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### Description

## Asian Paint Recruitment 2023

### Asian Paints

### Job Description

#### Summary

We are looking for a Product Marketing Manager to join our team at Asian Paints. The ideal candidate will have a strong understanding of the paint industry and be able to develop and execute marketing strategies that drive sales and growth. The Product Marketing Manager will also be responsible for managing the product lifecycle, from concept to launch.

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#### Responsibilities:

1. Develop and execute marketing strategies for new and existing products
2. Manage the product lifecycle, from concept to launch
3. Conduct market research and analysis to identify new opportunities
4. Work with product development, sales, and other teams to ensure alignment on marketing goals
5. Create and execute marketing plans and campaigns

6. Track and analyze marketing results to measure performance
7. Develop and maintain relationships with key stakeholders

**Skills and Qualifications:**

1. Bachelor's degree in marketing, business, or a related field
2. 3+ years of experience in product marketing
3. Strong understanding of the paint industry
4. Experience with market research and analysis
5. Excellent written and verbal communication skills
6. Ability to work independently and as part of a team
7. Strong analytical and problem-solving skills
8. Ability to manage multiple projects simultaneously
9. Proficiency in Microsoft Office Suite

**Experience as a Fresher**

- Freshers can apply for this role if they have a strong academic background in marketing or a related field. They should also have a passion for the paint industry and be eager to learn.

**Benefits**

- Competitive salary and benefits package
- Opportunity to work with a leading brand in the paint industry
- Chance to make a significant impact on the company's growth
- Collaborative and supportive work environment

**Important Links** [Find the Link in Apply Now Button](#)

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