



<https://bestjob.jobsareahub.com/job/lenskart-recruitment-2023-free-job-alert-product-marketing-manager-post/>

## Lenskart Recruitment 2023 – Free Job Alert – Product Marketing Manager Post

**Hiring organization**  
Lenskart

**Job Location**

India  
Remote work from: India

**Date posted**  
July 24, 2023

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**Valid through**  
31.12.2023

**Base Salary**

Rs. 32,000 - Rs. 44,000

APPLY NOW

**Qualifications**

Graduate

**Employment Type**

Full-time

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**Description**

### Lenskart Recruitment 2023

We are looking for a highly motivated and experienced Product Marketing Manager to join our team at Lenskart. The ideal candidate will have a strong understanding of the product marketing lifecycle, as well as experience in developing and executing marketing strategies for consumer products.

**Lenskart Career**

**Responsibilities:**

- Develop and execute marketing strategies for Lenskart’s products, aligned with the company’s overall marketing goals.
- Work closely with product managers, engineers, and designers to understand the product roadmap and develop marketing materials that effectively communicate the product’s value proposition to customers.
- Manage the product marketing budget and track the ROI of marketing campaigns.
- Work with the sales team to develop and execute sales collateral and materials.
- Track and analyze marketing data to identify trends and opportunities for improvement.
- Represent Lenskart at industry events and conferences.

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## Lenskart Jobs Near Me

### Qualifications:

- Bachelor's degree in marketing, business administration, or a related field.
- 3+ years of experience in product marketing, preferably in the consumer technology industry.
- Strong understanding of the product marketing lifecycle.
- Experience in developing and executing marketing strategies for consumer products.
- Excellent written and verbal communication skills.

**Important Links** Ability to work independently and as part of a team. **Find the Link in [Apply Now](#) Button**

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