



Duration	Full Time
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Location	Pune Maharashtra
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Position	Product Marketing Manager
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About us :

“Knoxed Infotech has zeal and expertise in technology and innovation to make your dreams a reality. We are an ISO-TUV certified company with experience in the market of over 10 years. The following are some of the services we provide:

1. IT Services and solutions
2. Custom Software Development
3. Customer Support
4. Graphics

We also support Clients based in the UK and Germany through our dedicated departments as follows:

1. Procurement
2. Sales
3. Human Resources

We have our office locations in the UK, Germany, and China. We believe in and support diversity. Our teams come from

different Geographical locations within India and we believe that adds richness to our skill sets and knowledge. Our products

are supplied to big-name brands and have been featured in the famous international magazine, having received an excellent

five-star rating. We have, over the years remained committed to providing our clients with quality, customized service and it is this business model that has allowed us to expand and grow.”

Knoxed Infotech, Building 208, Office No 604, 6th Floor, Mariegold, Survey No 15, Viman Nagar,
Pune, Maharashtra 411014.



Knoxed Training:

At Knoxed Infotech, we believe in our staff potential and aim to support all staff and develop their skills through comprehensive training and development programs. In line with this, we are providing a training facility to employees like Department training and business skills development training. For this purpose, the company is investing over Rs. 2,00,000 and believes that enhancing staff skill sets will prove to be mutually beneficial in the longer run.

KNOXED TRAINING DETAILS

- PDCA (Plan-Do-Check-Act)
- 5W 1H (Who, What, When, Where, Why, and How)
- Quality Module - Think before you act
- Knoxed Document Process
- Thinking in color
- Myers Briggs
- Learning to delegate
- Professionalism
- SMART methodology
- Meeting and Agenda structure

Key Areas of responsibilities:

- Create content
- Generate market trend reports
- Generate business reports for each brand
- Study product placement and generate product reports based on this
- Work on marketing strategies to improve brand performance
- Work on SEO to improve brand performance
- Research and analyze market trends, competitor offerings, demographics, and other information that affects marketing strategies
- Identify areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities
- Approve all marketing campaigns and plans before they are implemented

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- Weigh in on important decisions involving product advertising, packaging, media channels, and branding
- Maintain the department's budget and ensure all marketing activities are cost-effective
- Work with other company officers to establish budgets and marketing objectives
- Monitor marketing and sales performance and adjusts strategies as needed
- Adhere to and implement all company policies and procedures
- Liaise with the Sales team and other departments to achieve optimum performance
- Experience in FMCG
- Experience in cost control practices

Experience and Skills required:

- Qualification: MBA Marketing (Mandatory)
- Experience - Min 5 years.
- Excellent content writing skills
- Knowledge and experience of 4P's of marketing
- Excellent communication skills
- Excel knowledge (advanced)
- Multitasking
- Big picture thinking
- Leadership skills

SALARY: ₹45000 TO ₹55000 /MONTH (DEPENDING ON THE LEVEL OF SKILLS)

