



<https://maritimebuilders.in/job/marketing-coordinator/>

Marketing Coordinator

Description

We are seeking a proactive and detail-oriented Marketing Coordinator to join our team. The ideal candidate will assist in the development and execution of marketing plans and initiatives, manage marketing projects, and coordinate with various teams to ensure campaigns run smoothly. As a Marketing Coordinator, you will play a crucial role in supporting our marketing efforts and contributing to the success of our brand

Responsibilities

- Assist in the creation and implementation of marketing strategies and campaigns.
- Coordinate and manage marketing projects from inception to completion, ensuring deadlines and budgets are met.
- Collaborate with the marketing team to develop content for social media, email marketing, and other digital platforms.
- Conduct market research and analyze trends to identify opportunities and support strategic planning.
- Organize and oversee promotional events, trade shows, and other marketing activities.
- Monitor and report on the performance of marketing campaigns, using analytics to make data-driven decisions.
- Manage and update the company's website and social media channels to ensure consistent messaging and engagement.
- Assist in the preparation of marketing materials, presentations, and reports.
- Liaise with external vendors, agencies, and partners to support marketing efforts.

Qualifications

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- Proven experience in marketing, preferably in a coordinator or assistant role.
- Strong understanding of marketing principles and practices.
- Proficiency in digital marketing tools and platforms, including social media and email marketing.
- Excellent organizational and multitasking skills, with a keen eye for detail.
- Strong written and verbal communication abilities.
- Familiarity with marketing software (e.g., CRM, Google Analytics) and design tools (e.g., Adobe Creative Suite) is a plus.
- Ability to work collaboratively in a fast-paced environment.

Hiring organization

Maritime Builders

Employment Type

Full-time

Beginning of employment

Immediate

Job Location

Kochi, India

Working Hours

9:00 AM – 6:00 PM

Date posted

September 10, 2024