

## **Senior Marketing & Events Manager**

**Position: Senior Marketing & Events Manager Mode: Full Time**

**Position Type: Senior Associate Level | Marketing Role**

**Location: Delhi / Bangalore / Mumbai**

### **Position Overview:**

We are seeking an experienced and strategic individual to spearhead high-profile events for CXO levels, manage marketing budgets, and drive social media strategies for our organization. Marketing campaigns and ensuring consistent brand messaging across all channels. The ideal candidate will have a strong background in both digital and traditional marketing and possess exceptional communication skills.

### **Brief synopsis of your role and responsibility:**

- **Strategic Planning:** Develop and implement integrated marketing communication strategies that align with company goals and objectives.
- **Executive Event Management:** Plan, coordinate, and execute high-profile events tailored for CXO levels, including conferences, seminars, and private gatherings. Ensure seamless execution, from initial concept through to post-event evaluation.
- **Social Media Strategy:** Design and implement comprehensive social media strategies to enhance brand visibility, engagement, and lead generation. Manage social media accounts, create content, and analyse performance metrics.
- **Content Development:** Craft compelling and targeted content for social media platforms, including LinkedIn, Twitter, and Facebook. Ensure content aligns with company goals and resonates with the target audience.
- **Stakeholder Communication:** Liaise with internal stakeholders, including executives, to understand event objectives and requirements. Maintain clear and effective communication throughout the event planning and execution process.
- **Vendor Management:** Identify, negotiate, and manage relationships with external vendors and service providers to ensure high-quality event deliverables and adherence to budget constraints.
- **Performance Analysis:** Evaluate the success of events and social media campaigns through metrics and feedback. Provide actionable insights and recommendations for continuous improvement.
- **Brand Consistency:** Ensure all marketing and event materials are consistent with the company's brand guidelines and messaging.

### **Qualifications required:**

- Bachelor's degree in marketing, Business, Event Management, or a related field. Advanced degree is a plus.
- 5+ years of experience in marketing communications, with a proven track record in both digital and traditional marketing.
- Strong understanding of current online marketing tools and best practices.
- Excellent written and verbal communication skills, with the ability to craft persuasive and engaging content.
- Proficiency in marketing software and tools (e.g., Google Analytics, CRM systems, social media management platforms).
- Experience in managing budgets and vendor relationships.
- Ability to analyse data, interpret metrics, and adjust strategies as needed.
- Strong organizational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Creative thinker with a strategic mindset and problem-solving skills.

**Preferred Skills:**

- Familiarity with graphic design tools (e.g., Adobe Creative Suite), but not mandatory.
- Knowledge of SEO best practices and analytics tools.

**Remuneration & Benefits**

- Package: Competitive salary and benefits package.
- Additional Benefits:
- Medical Insurances (Self / Family), PF, Gratuity
- Reimbursements: SIM, Local Conveyance, Travel

**How To Apply**

Interested candidates can share their updated CV at [contact@pmspl.net.in](mailto:contact@pmspl.net.in) mentioning the name of the position in the subject line.