



ODEX India Solutions Pvt. Ltd

Job Description

Job Title: Executive

Reporting to : AVP – Marketing & Communication

Division/Department: Marketing & Communication

Location: Mumbai

Experience: 2 yrs min

Education: Graduate / MBA

Language: English

General Description

As a Marketing Executive, you will play a crucial role in executing marketing strategies to promote our products/services and enhance brand awareness. You will collaborate with various teams to develop and implement effective marketing campaigns that align with the company's objectives. Your creativity, strategic thinking, and analytical skills will contribute to driving growth and achieving marketing goals.

Job Responsibilities:-

- Assist in managing social media channels (Facebook, Twitter, LinkedIn, Instagram, YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Co-ordinating and R&D with Magazines/ Publishers on form filing and other formalities.
- Looking for the sponsorships options aligning with the Trade & nomination filling.
- Work with Marcomm Head to refine marketing & communication (both Internal & external) strategy.
- Drafting Content for the Blogs, Newsletter (Both Industry and Leadership Updates) to ODeX Subscribers
- Video creation/editing and amendments.
- Designing collaterals of ODeX global presence.
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities.
- Assist with website copywriting and updating as needed to conduct market research across all stakeholders in assigned market.
- Help with collection and synthesis of quantitative and qualitative data from client marketing campaign and capitalize that information to streamline the product and customer service.