

## Big Basket Recruitment 2023-24 – Vacancy Job Alert – Product Marketing Manager Post

**Hiring organization**  
Big Basket

### Job Location

India  
Remote work from: IND

**Date posted**  
December 23, 2023

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**Valid through**  
31.08.2024

### Base Salary

USD 16,800 - USD 22,300

APPLY NOW

### Qualifications

12th Passed

### Employment Type

Full-time

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### Description

## Big Basket Recruitment 2023-24

Big Basket, India's leading online grocery delivery platform, is seeking a dynamic and experienced professional to join our team as a Product Marketing Manager. As we continue to redefine the grocery shopping experience for millions of customers, we are looking for a strategic marketer to drive the success of our products. Join Big Basket and be part of an innovative organization that values creativity, customer satisfaction, and a commitment to revolutionizing the grocery industry.

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### Big Basket Recruitment Careers

#### Responsibilities:

- Develop and articulate compelling product positioning and messaging.
- Collaborate with cross-functional teams to understand product features and benefits.
- Create marketing materials that effectively communicate the value proposition.
- Conduct market research to understand customer needs and market trends.
- Analyze competitor products and positioning.
- Use market insights to refine product marketing strategies.

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### Big Basket Jobs Near Me

#### Skills:

- Strategic mindset to develop effective product marketing strategies.
- Ability to align marketing initiatives with overall business goals.
- Analytical skills to interpret market data and customer insights.
- Creative thinking to develop engaging and memorable marketing campaigns.
- Ability to bring innovation to product positioning and marketing materials.

**Important Links** **Find the Link in [Apply Now](#) Button**

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