Big Basket Recruitment 2024 – Job Card – Product Marketing Manager Post

Hiring organization
Big Basket

Job Location
India
Remote work from: India

Date posted
December 29, 2023

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Valid through
31.08.2024

Base Salary
USD 14,400 - USD 20,900

APPLY NOW

Qualifications
12th Passed

Employment Type
Full-time

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Description

Big Basket Recruitment 2024

Big Basket, a leading online grocery and food delivery platform, is seeking an experienced and strategic Product Marketing Manager to join our dynamic team. As we continue to redefine the online shopping experience for customers, we are looking for a talented professional who can drive the marketing strategy for our products. Join Big Basket and be part of a company that values innovation, customer satisfaction, and a commitment to delivering quality products.

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Big Basket Careers

Responsibilities:

- Develop compelling positioning and messaging for Big Basket's products.
- Communicate the value proposition of products to the target audience.
- Collaborate with cross-functional teams to ensure consistent messaging.
- Plan and execute go-to-market strategies for new product launches.
- Develop marketing plans to drive awareness, adoption, and customer engagement.
- Collaborate with sales and product teams to ensure successful product launches.

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Big Basket Jobs Near Me

Skills:

- Strong strategic thinking and analytical skills.

- Ability to understand market dynamics and customer behavior.
- Results-oriented mindset with a focus on achieving business objectives.
- In-depth understanding of product marketing principles.
- Familiarity with e-commerce, grocery, or related industries is advantageous.
- Ability to translate technical features into customer benefits.

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

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