

DTDC Recruitment 2023-24 – Vacancy Job Alert – Product Marketing Manager Post

Hiring organization
DTDC

Job Location

India
Remote work from: IND

Date posted
December 26, 2023

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Valid through
31.08.2024

Base Salary

USD 15,000 - USD 20,000

APPLY NOW

Qualifications

12th Passed

Employment Type

Full-time

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Description

DTDC Recruitment 2023-24

DTDC, a leading Indian courier and logistics company, is seeking a passionate and strategic Product Marketing Manager to join our team. As a Product Marketing Manager, you will play a pivotal role in defining, developing, and executing product marketing strategies to drive market adoption of DTDC's innovative solutions. You will be responsible for creating compelling marketing campaigns, generating product awareness, and positioning DTDC as a leader in the courier and logistics industry.

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DTDC Recruitment Careers

Responsibilities:

- Conduct market research and competitor analysis to identify market trends and opportunities
- Develop comprehensive product marketing plans that align with DTDC's overall business goals
- Create and execute marketing campaigns that promote DTDC's products and services to target audiences
- Generate product awareness and drive demand through various marketing channels, including social media, email marketing, and public relations
- Manage product positioning and messaging to ensure consistency across all marketing materials
- Track and analyze marketing performance data to measure campaign effectiveness and make data-driven decisions
- Collaborate with cross-functional teams, including sales, product, and

engineering, to ensure alignment and synergy

- Stay up-to-date on the latest industry trends and best practices in product marketing

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DTDC Jobs Near Me

Skills:

- Strong understanding of product marketing principles, methodologies, and techniques
- Proven track record of success in product marketing roles
- Excellent communication and interpersonal skills, with the ability to articulate complex product features and benefits to both technical and non-technical audiences
- Expertise in creating compelling marketing content, including product descriptions, marketing collateral, and social media posts
- Proficient in Microsoft Office Suite and marketing automation tools
- Ability to manage multiple projects simultaneously and meet deadlines under pressure
- Ability to work independently and as part of a team
- Strategic thinker with a passion for innovation and a customer-centric

Important Links

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

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