

## **Assistant Manager – Marketing**

**Location:** Mumbai, Head Office

**About Us:** Dai-ichi is a leading specialty chemicals company committed to innovation, sustainability, and delivering high-performance solutions across various industries. We are at the forefront of creating environmentally responsible products that drive growth and value for our customers and stakeholders. We are seeking a dynamic and motivated Marketing Assistant Manager to join our team and contribute to our continued success.

**Job Summary:** As the Marketing Assistant Manager at Dai-ichi, you will play a crucial role in supporting the marketing department in executing strategies that enhance brand visibility, drive product awareness, and generate leads across diverse markets. You will work closely with the marketing manager and other departments to ensure the successful implementation of marketing campaigns, content creation, market research, and performance analysis.

### **Key Responsibilities:**

- **Content Creation:** Develop and create compelling content for various marketing materials, including brochures, websites, social media, email newsletters, and presentations, in collaboration with internal teams.
- **Market Research:** Conduct market research to identify trends, customer needs, and competitive landscape. Analyze data to provide insights that inform marketing strategies.
- **Brand Management:** Support brand positioning efforts by ensuring consistency in messaging and visual identity across all marketing channels.
- **Lead Generation:** Assist in developing and executing lead generation strategies to attract new customers and nurture existing ones.
- **Event Coordination:** Help organize and manage company events, trade shows, and exhibitions, ensuring all marketing materials and branding are effectively presented.
- **Collaboration:** Work closely with the sales team to align marketing efforts with sales objectives, ensuring a cohesive approach to market penetration.

### **Qualifications:**

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 3-5 years of experience in a marketing role, preferably within the specialty chemicals or related industry.
- Strong understanding of marketing principles, including digital marketing, content creation, and market research.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.

- Proficiency in marketing software and tools, such as CRM systems, email marketing platforms, and analytics tools.
- Creative thinking and problem-solving skills, with a keen eye for detail.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Strong analytical skills, with the ability to interpret data and make informed decisions.

**Why Join Dai-ichi:**

- Be part of a forward-thinking company committed to innovation and sustainability.
- Opportunity to work in a dynamic and collaborative environment.
- Contribute to impactful marketing campaigns that drive industry growth.
- Competitive salary and benefits package.