

# **Marketing Executive Job Description**

**Job title:** Marketing Executive

**Job Location:** Gurugram

## **Job summary:**

VARIETY INNOVATION VENTURE PRIVATE LIMITED is a Gurgaon based Research & Development and Industrial Automation Company. We are currently seeking a positive, motivated & energetic marketing person to be a part of our team. The overall job function of the candidate is to do activities related to demand generation initiatives including: webcasts, PR, blog writing, surveys, customer acquisition, email campaigns, online marketing programs and event marketing.

## **Responsibilities**

- Doing digital marketing on LinkedIn, Facebook, Instagram, Twitter, YouTube, Google, and other platforms
- Technical Blog writing for products and services to spread awareness by web presence and social media platforms
- Assist in the planning and creation of advertisements, brochures, inserts, banners, digital displays
- Can create content for website, social media platforms, Video channels and can promote it
- Assist in the creation of marketing plans, thereafter managing deadlines
- Perform regular updates to the website, managing both content and general site maintenance
- Provide support at Exhibitions and events as necessary
- Assist in tracking and analysing website, social media, survey, and sales data
- This position is not for remote working job
- Other duties and responsibilities as assigned

## **Skills Required:**

- Strong writing skills: Ability to create email campaigns, newsletters, success stories, presentations, video films and effectively communicating the same to customers and prospects
- Understanding of SEO, SEM, B2B platforms, email campaigns and lead generation campaigns
- Knowledge of CRM, Content Management and website management will be added advantage
- Strong engineering background is preferred
- Have a passion for all things related to marketing, branding, and communication
- Enjoy conversing with and building relationships with potential customers & PR knowledge
- Creative mind-set and ability to articulate ideas for innovation or engineering
- Basic PC skills and some experience with Word, Excel, PowerPoint and Outlook
- Have knowledge of Image editing and video editing software
- Passion for learning Automation and latest technologies for marketing perspective

**Salary:** INR 1,80,000 – 2,40,000 P.A

**Employment Type:** Full Time

**Company Name:** Variety Innovation Venture Private Limited

**Company Address:** Plot No. 619 Ground Floor, Udyog Vihar, Phase – 5, Sector 19, Gurugram, Haryana -122016.

**Contact Person:** Mr. Pawan Singh





**Contact Number:** +91 9795808809

**Company Profile:**

**VARIETY INNOVATION VENTURE PRIVATE LIMITED** is a Delhi based Research & Development and Industrial Automation Company. We bring most dimensions of innovation together to work in new ways, enter new categories or channels and produce new products and services so as to bring new fronts. We are making innovation more pervasive, predictable and profitable.

We offer a complete range of innovation services in various sectors like Industrial Automation, Consultation, R&D, Marketing etc. With a team of experienced engineers with specialization in Mechatronics Engineering, Software Engineering, Controls, Automation and Robotics, we are able to provide efficient Systems Integration Solutions for complex engineering challenges. Our team have more than 10 years of combined experience in every aspect of innovation. We had worked in various sectors of industry with all kinds of companies and organizations, on a remarkable range of projects. The diversity of our knowledge and skills give a clear advantage to our clients, as we combine the learning and experience gained, to help build new breakthrough solutions.

**Some of our Channel Partners:**

<p><b>UNIVERSAL ROBOT, DENMARK –</b>  <b>Certified System Integrator :</b> Collaborative Robots (“cobots”)</p>	
<p><b>SCHNEIDER ELECTRIC INDIA PRIVATE LIMITED –</b>  <b>Associated System Integrator:</b> Industrial Automation &amp; Control Products, Switch Gear Products, Automation Software and Solution for <u>Industry 4.0, MES and IIoT</u></p>	
<p><b>SICK AG GERMANY –</b>  <b>System Integrator:</b> Sensors and 2D/3D Vision Solutions</p>	
<p><b>SMC CORPORATION, JAPAN –</b>  <b>Product Integrator:</b> Pneumatic Control</p>	
<p><b>WEISS ROBOTICS, GERMANY –</b>  <b>Authorized Distributor &amp; Solutions Partner:</b>          Mechatronic and Pneumatic Gripper Modules</p>	