



Job Description

Company	Ashar Group
Position Title	Head Marketing
Department	Marketing
Openings	1
Location	Thane

About Ashar

“You don’t just build a development; you build a reputation.” – Ajay Ashar, CMD, Ashar Group

Since its inception in 2001, Ashar Group has believed that there is only one mantra for success: execution and quality. This principle, when combined with uncompromising values, customer-centric attitude, robust engineering, and transparency in business operations, has placed Ashar among the most preferred real estate brands in both residential and commercial segments.

We have successfully delivered over 4 million sqft. of real estate across various verticals including residential, commercial, educational, IT parks and infrastructure developments. Ashar Group currently has over 2.45 million sqft. under development across the Mumbai Metropolitan region (MMR) in Bandra, Thane, Mulund and Nasik along with upcoming projects that include a township project in Dombivali, a super-luxurious bungalow scheme at Lonavala and a few more projects in Pali Hill, Ghatkopar, Thane and Khardi among others.

About the Team

As we aim to take on new initiatives and grow 10x -- it is imperative to remember our roots, reflect on the past, drive forward with purpose and serve our customers with excellence. In doing so, we believe that human capital is our biggest asset, and we want to invest in a strong accounts team that can match our ambitions and build on the existing organizational capabilities.



Job Requirements

- Drive and deliver unique product/brand positioning through innovative means leading to a strong customer association on online/digital platforms.
- Identify the scope and work towards improving the usability, design, and content leading to consumers at the company website.
- Create and execute integrated marketing campaigns across all digital platforms.
- Promote content across social media platforms and ensure increased brand awareness, SMO, and Google + Facebook Lead Generation.
- Increasing Brand Presence Online.
- Social Media Strategy.
- Planning and Budgeting of PPC Campaigns.
- Data Analysis
- New Initiatives
- Website Optimization
- Management of Agencies
- Reporting Authority - Director
- Oversee and coordinate with the outsourced agency for advertising/communication campaigns, exhibitions, and promotional events, etc.
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities.
- Plan and coordinate launch events and channel partner events
- Prepare marketing budget and monitor expenses on daily basis to ensure adherence to targets.
- Assist/Organize and attends company-wide and marketing events.
- Contact point for the outsourcing agency.
- Interaction & Networking with various stakeholders
- Strategies marketing plan for key real estate projects and drive ideation, campaign creation, and execution.

Desired Candidate

- Candidate must have Excellent Communication Skill
- Candidate should be open to shoulder responsibilities proactively.
- Graduate 8+ years' experience in FMCG / Hospitality industry
- Creative thinker
- Proficiency in the English language
- Good communication
- Expertise in driving social media and content development
- Multi-tasking, relationship building roles, and Responsibilities



Why Ashar?

- Ability to grow and build expertise in a company committed to showcasing results and driving innovation.
- Opportunity to learn from, interact with and influence decision made by senior management and key industry professionals.
- Tremendous exposure in tasks from township projects to ultra-premium properties in a diverse geography
- Intellectual stimulation by constantly dealing with different challenges where no one day is the same.
- Competitive compensation
- Meritocratic environment