



## **Job Description**

<b>Company</b>	<b>Ashar Group</b>
<b>Position Title</b>	<b>Assistant Manager</b>
<b>Department</b>	<b>Marketing</b>
<b>Openings</b>	<b>1</b>
<b>Location</b>	<b>Thane</b>

### **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**

- Mapping products/features to consumer preferences.
- To manage our online and offline communication with clients and increase brand awareness.
- Allocating the overall budget on different platforms.
- Handling end to end digital campaign (Google, Facebook, Portals etc.) and coordinating with agency.
- Display advertising on native platforms (Taboola, Outbrain, Columbia, etc.).
- Monitor corporate website and social media pages and address clients' queries.
- Gather customer feedback to inform sales team.

## **Required Candidate profile**

- Graduate in marketing or a related field with 4 to years of relevant experience
- Proven working experience in digital marketing. (Real Estate Preferred)
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns in real estate.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Solid knowledge of website analytics tools (e.g., Google Analytics, Facebook, Web-trends).

## **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