

## **Job Description**

- Formulation & implementation of marketing strategy in order to secure a competitive edge in the marketplace
- Assist in the creation and management of budget to ensure optimal use
- Help in positioning, creating and maintaining the brand name and its value
- Handle creation and publication of all marketing material (collaterals, brochures etc.) in line with marketing plans
- Responsible for producing valuable content for the company's online presence, development of digital marketing, promotions & outreach etc.
- Strategically plan, buy and implement media
- Produce ideas for promotional events or activities and organize them efficiently
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Devise mechanisms for collection of data and analysis on the competitor's product and market
- Coordinate with agencies to promote / co-brand events

## **Profile**

- 13+ years of experience in a marketing role
- Experience in Real Estate is a must