



## About Us

Igniting an emotional spark in a consumers' mind is one of the hardest things to do in marketing. But understanding a consumers' day-to-day journey and creating plug-ins for consumer engagement is a great first step & we help brands do that right by creating , measuring and amplifying B2B & B2C integrated marketing solutions to understand consumer behaviour via our market-led, customer-driven / channel-driven engagement, incentive, loyalty & reward programs.

## Marketing Communications

**Experience:** 2- 4 years | **Opening(s):** 2 | **Locations:** New Delhi

### About the Role

To Contribute in building Innovative Incentives as a strong brand by: Creating messaging and content for multifaceted platforms ,disseminating messaging , content across platforms and other marketing initiatives for positive reinforcement to generate leads & brand recall

Develop and execute hugely creative and impactful integrated messaging and marketing communications to share the strategy and vision to bring world class creative thinking to all business and marketing challenges & shape brand strategy making a significant impact on our creative marketing messaging to reach target customers. Manage social media marketing campaigns and day to day marketing activities

### Education

Graduate or Postgraduate in Marketing / Sales / Advertising /Journalism / Public Relations from an institute of repute or MBA with hands on experience in creative communications or PR. Excellent Written , Verbal & PR skills .



## **Sounds like you?**

Do you think creatively about packaging messages and materials, passionate about brand, and does your content stand out from the noise? Comfortable working as individual and teams ? Then, you are in the right place! What matters most is, what you have done, and how that speaks to what you can do being highly creative, passionate and enthusiastic with strong grip on Integrated Marketing Communications solving for our business problems and willing to manage situations to maximize marketing efficiency, impact and scale.

## **What Do We Expect**

- Excellent Skills (Written and Oral) with a fair of Creative / Business Writing.
- Able to identify new opportunities and execute integrated marketing communications plan
- Understanding of public relations, public affairs and marketing communications strategies and tactics
- Positive attitude and motivation; proactive
- Strong analytical, problem-solving and teamwork skills; ability to effectively prioritize projects and manage expectations
- Experience with tight deadlines in high-pressure situations

## **What Would You Be Doing**

- Responsible to conceptualize seamless sales focused marketing campaigns
- Support in achieving business goals like amplifying/extending campaigns
- Evangelize digital and social innovation and accountability as part of executed campaign digital trends with consistent operational rigor and discipline excellence – execution, impact and scale
- Managing customer engagements, demand, perceptions, relationships and satisfaction through orchestrated integrated marketing communications efforts
- Communication driven marketing solutions for business problems, strategic development and integration of marketing communication campaigns
- Responsible for looking, left to right, across the organization & competition to drive social media engagement.
- Willing to take ownership of the overall marcom mix recommendation & execution of marketing campaigns.
- Rationalize disparate marketing efforts into compelling customer-centric strategic campaigns that drive tangible business outcomes and change consumer perceptions.

[www.innovativeincentives.in](http://www.innovativeincentives.in)

hello