

Job Description

1. JOB DETAILS:	
Position Title:	Branding & Marketing Associate
Company/Location	3D Future Technologies Pvt. Ltd. /Mumbai
Reports to:	Senior Operations Manager
Date Prepared/Revised:	6 th March, 2018

2. OVERVIEW OF COMPANY
<p>A start-up from Ador Group in the field of 3D Printing with a special interest in healthcare. The company has ambitious & aggressive plans in orthodontic market with its brand of clear aligners, Flash Orthodontics. To know more about us please log on to www.flashorthodontics.in. Subsidiary of the ADOR Group – (established in 1908 with its core businesses in Industrial Products & Services). More at – www.3dfuturetechnologies.com.</p>

3. OVERALL JOB PURPOSE:
<p>To be an integral part of the Experiential Marketing team of 3D Future Technologies in developing & executing market engagement programs that deliver the brand strategies and bring high value to consumers and Orthodontists. To collaborate closely with Operations Head and Sales team to ensure proper execution of the Brand Plans.</p>

4. KEY ACCOUNTABILITIES:
<ul style="list-style-type: none">• To operate within a high energy and fast-paced environment and collaborate with Senior Operations Manager and Sales to ensure execution of experiential marketing events
<ul style="list-style-type: none">• Plan and manage projects at both the regional and national level, seeing projects through from strategy through execution and reporting
<ul style="list-style-type: none">• Provide analytical insights especially for the competitors needed to maximize marketing impact
<ul style="list-style-type: none">• Design, Brand and Market campaigns to focus on product growth and consumer retention
<ul style="list-style-type: none">• Proactively evaluate role of digital marketing including SEO & Social Media to create a brand positioning & executing digital marketing campaigns.

- Coordinate with offline and online marketing agencies and ensure that the brand strategies are executed on time.
- Coordinate with the printing vendors, media agencies etc. to ensure that the work is completed on time
- Manage inventory for Marketing material

5. QUALIFICATIONS, EXPERIENCE & SKILLS:

Qualifications:

- MBA (preferred) with specialization in Marketing/Communications

Minimum Experience:

- 2-3 years' experience in branding & marketing

Job-Specific Skills:

- Result oriented – Meticulously strives to be successful & drives issues to closure
- Excellent Communication skills & strong interpersonal skills
- Strong written communication skills
- Able to resolve problems/conflicts through discussion