

Muthoot
Finance

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JAN 2024 - JAN 2025

INDIA



The Muthoot Group



EXCELLENT OPPORTUNITY TO ASSOCIATE WITH THE LEADER

REGIONAL MARKETING MANAGER / BTL MANAGER

Location	: Delhi, Navi Mumbai, Meerut, Karnal, Ahmedabad, Nagpur, Jaipur, Aurangabad
Essential Qualification	: Graduation (Regular)
Preferred Qualification	: MBA / PGDM - Marketing
Experience	: 2+ year in Marketing (Sales experience is not considerable)
Age	: 22 - 35 years

Skill Set :

- Plan and execute **BTL activities** and support branches of the allocated region to ensure that branches achieve their monthly and quarterly business targets
- Coordination with branches and vendors for effective **BTL activities**, engage staff for quality leads, and monitor for misreporting at the agency level
- Visit each branch quarterly to assess issues, branding, collateral use, and competition, enabling them to plan targeted marketing initiatives for each branch
- Ensure effective branch branding with well-placed Glow Sign Boards and sufficient merchandise, focusing on optimal utilization to drive business impact and minimize waste
- Prepare a report on opportunities for new branches and create a marketing plan to raise awareness and drive foot traffic and conversions in the catchment area

Interested candidates may forward their CVs to the email id below:

 hrcdelhi4@muthootgroup.com

Last Date of Application: Open until we find the right candidate

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