

Job ID : **YM-002-24**
Title : Executive/ Sr. Executive/ Assistant Manager – Marketing
Product Category : Synthesizer or Drum
Department : Musical Instruments Sales & Marketing
Location : Chennai/ Bengaluru/ Mumbai/ Gurugram

Job Description: -

Key Area of Work: -

1. Plan, execute, and review marketing activities related to Drums or Synthesizer to deliver product value and brand value to the market.
2. Involve in market research by monitoring competitor's business, customer preferences, and market trends by data analysis.
3. Maintain regular interaction with dealers and business partners to ensure long-term relationship building by capturing product feedback.
4. Responsible for planning, executing, and reviewing the offline and digital promotional activities to ensure maximum ROI.
5. Responsible for organizing the launch of new products by identifying new avenues for promotion and intimate the same.
6. Responsible for tying up with area-specific print and electronic media, and other branding partners as per of requirement of the sales team.
7. Regularly review the branding of Yamaha products at the dealer location and business partner/corporate client to ensure the same is in sync with the company policy.
8. Develop effective communication within the team and other departments to maintain harmonious relationships.
9. Coordinate and handle inquiries from customers and business partners promptly.
10. Data Analysis should be done regularly and utilized it to keep improving marketing activities.
11. Plan, execute, and review marketing activities related to Drums or Synthesizer.

Experience: -

- Total 5+ Years of Experience with a minimum of 3+ years of relevant experience.
- Playing any of the Instrument is preferable.

Education: -

- Any Graduate

How to Apply:

Please send your resume/CV to hadmin-smb@music.yamaha.com and must mention the **Job ID** given above, in the subject line and share the following details: -

- Current CTC
- Notice Period
- Location Applied for