

## Marketing Manager Job Responsibilities:

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Obtains profit contribution by establishing and accomplishing business objectives. Achieving target for the respective zones and centres. Develop strategies and tactics to get the word out about Pathfinder and drive qualified traffic to our front door.

- Location: Kolaghat
- Salary: 15,000/- to 20,000/-

## JD of Marketing Manager:

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- Deploys successful marketing campaigns and own their implementation from ideation to execution.
- Increases management's effectiveness by implementing business strategies and objectives; assigning new marketing plans, monitoring competitor's market, appraising revenue for the organisation, developing a climate for new business opportunity and new market; providing educational opportunities.
- Coordinates efforts by establishing special emphasis on the centre's overall development, production, marketing, field, and technical services policies and practices; coordinating actions with corporate staff, liaison with consultants.
- Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.
- Maintains quality service by establishing and enforcing organization standards.
- Developing business & market span by professional networking and practices, by attending educational workshops; reviewing competitors' trend; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.