

Job Title: Marketing Manager – Merchant Banking

Location: BKC,Mumbai

Type: Full-Time

Experience Level: Mid-Level

Education: MBA in Marketing

Job Overview:

We are looking for a dynamic and strategic Marketing Manager with an MBA in Marketing to lead our marketing efforts in the merchant banking sector. The ideal candidate will be responsible for developing and executing marketing strategies that enhance brand visibility, attract new clients, and support business growth. This role involves creating targeted marketing campaigns, managing brand communications, and collaborating with cross-functional teams to drive the firm's marketing objectives.

Key Responsibilities:

- **Marketing Strategy:** Develop and implement comprehensive marketing strategies tailored to the merchant banking industry, aimed at building brand awareness and attracting high-value clients.
- **Campaign Management:** Plan, execute, and monitor multi-channel marketing campaigns, including digital marketing, content marketing, events, and public relations, to promote the firm's services and expertise.
- **Brand Management:** Maintain and enhance the firm's brand image, ensuring consistent messaging across all marketing materials, including presentations, brochures, websites, and social media.
- **Client Acquisition:** Design and implement strategies to generate leads and acquire new clients, focusing on corporate clients, SMEs, and high-net-worth individuals.
- **Market Research:** Conduct market research to identify industry trends, competitor strategies, and potential opportunities for growth. Use insights to refine marketing strategies and messaging.
- **Content Creation:** Oversee the creation of high-quality marketing content, including white papers, case studies, blog posts, and social media content, to engage the target audience and demonstrate thought leadership.
- **Digital Marketing:** Manage the firm's online presence, including website content, SEO, PPC campaigns, email marketing, and social media channels, to drive traffic and engagement.

- **Event Management:** Organize and manage marketing events such as webinars, seminars, and networking events to showcase the firm's expertise and connect with potential clients.
- **Client Relationship Management:** Collaborate with client-facing teams to develop and maintain strong relationships with clients, ensuring high levels of client satisfaction and loyalty.
- **Analytics and Reporting:** Monitor and analyze the effectiveness of marketing campaigns using analytics tools. Provide regular reports to senior management with recommendations for optimization.
- **Budget Management:** Manage the marketing budget, ensuring that resources are allocated effectively and that all marketing activities are cost-efficient.

Required Skills and Qualifications:

- **MBA in Marketing:** Must have an MBA with a specialization in Marketing from a recognized institution.
- **Experience:** 5-10 years of experience in marketing within the financial services industry, preferably in merchant banking or investment banking.
- **Strategic Thinking:** Strong strategic planning skills with the ability to translate business goals into effective marketing strategies.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to create compelling content and deliver impactful presentations.
- **Digital Marketing Expertise:** Proficiency in digital marketing tools and platforms, including SEO, Google Analytics, social media, and email marketing.
- **Creativity:** Ability to think creatively and develop innovative marketing campaigns that stand out in a competitive market.
- **Analytical Skills:** Strong analytical skills to interpret data, assess campaign performance, and make data-driven decisions.
- **Project Management:** Excellent project management skills with the ability to manage multiple campaigns and initiatives simultaneously.
- **Collaboration:** Ability to work collaboratively with cross-functional teams, including sales, finance, and compliance, to achieve marketing objectives.

Preferred Qualifications:

- Experience in B2B marketing, particularly targeting corporate clients and SMEs.
- Knowledge of financial products and services, including IPOs, M&A, and corporate finance.
- Certification in digital marketing or relevant marketing tools.

Benefits:

- Competitive salary and performance-based bonuses.
- Comprehensive health, dental, and vision insurance.

- Opportunities for professional growth and development.
- Flexible working hours and the possibility of remote work.