



Empowered to **Lead**,
Equipped to **Innovate.**

Building The Next Chapter Of



JOB DESCRIPTION

Marketing Coordinator – Market Expansion & Outreach

ABOUT UNITILE

- For three decades Unitile continues to shine as a beacon of innovation and trust in the building materials industry. As India's No.1 Raised Access Floor Brand and a proud recipient of Asia's Prestigious Rising Brand (2021) by BARC, we have consistently set industry benchmarks.
- Our commitment to innovation and quality has earned us place among India's Top 25 Best Workplaces in Manufacturing 2025 and the esteemed Great Place to Work® Certification. These accolades reflect our dedication to fostering a positive, collaborative work culture where employees feel valued, empowered, and motivated to excel.
- Specializing in modular indoor and outdoor raised flooring systems, structural ceilings, partitions, and acoustics, we enhance spaces with intelligent designs that seamlessly blend form and function. With a proven track record of over 15,000+ clients and over 100 million sq. ft. of successful workplace transformations worldwide, our dynamic team continues to drive innovation and deliver value.
- As we look ahead, we remain committed to shaping smarter, more sustainable spaces, ensuring that our legacy of excellence continues to thrive for years to come.

ROLE OVERVIEW

The Marketing Coordinator will be responsible for supporting business expansion into new regions by building targeted prospect databases and executing structured email outreach. The role focuses on creating early market awareness, nurturing industry relationships, and generating qualified leads through consistent and relevant communication. It involves a combination of market research, database development, email marketing, and lead engagement to strengthen the organization's presence in emerging markets and support regional growth efforts.

KEY RESPONSIBILITIES

- Conduct market research to identify key stakeholders in new target regions
- Source and segment contacts across architects, consultants, contractors, corporates, and project influencers
- Plan and execute regular email outreach to new regional databases and inbound leads
- Customize email communication based on geography, stakeholder type, and application relevance
- Build and maintain structured regional prospect databases
- Regularly update and enrich salesforce CRM with relevant contact data
- Run structured follow-ups and nurture sequences to build awareness
- Track engagement from outreach campaigns and identify warm leads
- Support early-stage relationship building through consistent communication
- Coordinate with the sales team to transition engaged contacts
- Share relevant marketing collateral to support ongoing discussions
- Assist in region-specific marketing initiatives and expansion campaigns
- Monitor outreach performance including response and engagement trends
- Share insights on regional traction and lead interest

REQUIRED SKILL SETS

- Strong research and database-building capability
- Effective written communication skills
- Ability to customize outreach for different stakeholder groups
- Analytical mindset to track engagement and identify leads
- Good coordination skills for working with sales teams

QUALIFICATION and EXPERIENCE

- Bachelor's degree in marketing, Business Administration, Communications, or a related field
- Additional certification in Digital Marketing / Email Marketing / CRM tools will be an advantage
- 1–3 years of experience in B2B marketing, lead generation, or outreach roles
- Exposure to industries such as architecture, construction, infrastructure, or building solutions is an advantage
- Familiarity with LinkedIn research and other contact sourcing tools



A place where you don't have to choose between **growth** and **belonging**. A career that challenges you. A culture **that supports you**. A team that **celebrates you**.

For recruitment or career inquiries, reach out:

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