***Marketing Co-ordinator (Full Time Role)***

***Mumbai, India***

**ABOUT UNITILE:**

Unitile is India’s No.1 raised access floor brand and is awarded the prestigious rising brand of Asia in 2021.

We have helped 15,000 + businesses embrace change by creating future-ready workspaces with our intelligent access flooring and data center solutions. Keeping sustainability and innovation as the core of our manufacturing efforts, we use state of the art machinery and automation to increase our global footprint and redefine flooring technology.

Our team has young and dynamic leaders who are building a future of shared success as we work towards our vision of becoming the world leader in raised access floor systems.

**KEY RESPONSIBILITIES:**

* Conduct research to analyze customers’ behavior (e.g. purchasing habits, trends and preferences)
* Design and implement successful marketing campaigns
* Set up tracking systems for online marketing activities
* Track progress with [Marketing Managers](https://resources.workable.com/marketing-manager-job-description) and/or [Marketing Specialists](https://resources.workable.com/marketing-specialist-job-description)
* Identify and analyze vendors coordinate for events and campaigns
* Prepare reports by collecting and analyzing sales data
* Collaborate with the design department to produce promotional materials
* Craft clear product marketing copy
* Organize promotional activities for new products/services
* Prepare, churn, maintain database for marketing campaigns on several platforms.

**REQUIRED SKILLS, QUALIFICATION AND EXPERIENCE:**

**Skills:**

* Proven work experience as a Marketing Coordinator, [Marketing Officer](https://resources.workable.com/marketing-officer-job-description) or similar role
* Knowledge of traditional and digital marketing tools
* Experience with research methods using data analytics software
* Expertise with SEO/SEM campaigns
* Solid computer skills, including MS Office, web analytics and Google Adwords
* Familiarity with Customer Relationship Management and Content Management
* Excellent communication and presentation skills

**Qualification and Experience:**

* Any Graduate with a degree holder in Marketing will be considered for this role.
* 1 + years of experience as a coordinator

Salary would be in line with the experience

***IT’S MUCH MORE THAN WORK HERE AT UNITILE!***