



<https://jobquest.jobsleworld.com/job/tata-steel-recruitment-2023-free-job-alert-marketing-specialist-post/>

Tata Steel Recruitment 2023 – Free Job Alert – Marketing Specialist Post

Hiring organization
Tata Steel

Job Location

India
Remote work from: IND

Date posted
July 4, 2023

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Valid through
31.12.2025

Base Salary

Rs. 19,000 - Rs. 30,000

APPLY NOW

Qualifications

12th Passed/Graduate

Employment Type

Full-time

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Description

Tata Steel Recruitment 2023

Job Description: Tata Steel is looking for a talented and enthusiastic Marketing Specialist to join our dynamic marketing team. As a Marketing Specialist, you will play a crucial role in developing and implementing marketing strategies to promote Tata Steel's products and services. Your creative thinking, analytical skills, and passion for marketing will contribute to driving brand awareness, customer engagement, and business growth.

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Tata Steel Careers

Responsibilities:

1. Develop and execute marketing campaigns and strategies to promote Tata Steel's products and services.
2. Conduct market research to identify customer needs, preferences, and market trends.
3. Collaborate with cross-functional teams to create marketing collateral, including brochures, presentations, and digital content.
4. Manage social media platforms and digital marketing initiatives to enhance brand visibility and engage with the target audience.
5. Monitor and analyze campaign performance, using data and insights to optimize marketing efforts.
6. Coordinate with external agencies and vendors to ensure timely and

effective execution of marketing initiatives.

7. Support the planning and organization of trade shows, events, and customer engagement programs.
8. Assist in the development of marketing budgets and track expenses to ensure cost-effective marketing activities.
9. Maintain brand consistency across all marketing channels and materials.
10. Stay updated with industry trends, competitor activities, and emerging marketing techniques to propose innovative ideas for continuous improvement.

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Tata Steel Jobs Near Me

Skills and Qualifications:

1. Bachelor's degree in Marketing, Business Administration, or a related field. A postgraduate degree in Marketing is advantageous.
2. Strong understanding of marketing principles, strategies, and tactics.
3. Excellent written and verbal communication skills, with the ability to create compelling content and deliver impactful presentations.
4. Proficiency in digital marketing platforms, including social media, email marketing, and SEO/SEM.
5. Analytical mindset, with the ability to interpret data and generate actionable insights.
6. Creative thinking and problem-solving skills to develop innovative marketing campaigns.
7. Strong project management skills, with the ability to prioritize tasks and meet deadlines.
8. Attention to detail and a keen eye for design and aesthetics.
9. Ability to work independently and collaboratively in a cross-functional team environment.
10. Familiarity with the steel industry or manufacturing sector is a plus.

Experience: Freshers with a strong passion for marketing and a demonstrated interest in the field through internships or relevant coursework are encouraged to apply. Prior experience in marketing roles or involvement in marketing projects is advantageous.

Important Links

Find the Link in [Apply Now](#) Button

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