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Mankind Pharma Hiring Candidates – All India Jobs – Marketing Consultant

Hiring organization
Mankind Pharma

Job Location

India
Remote work from: IND

Date posted
January 18, 2024

Valid through
31.08.2024

Base Salary
USD 11 - USD 19

APPLY NOW

Qualifications
Graduate, 12th

Employment Type
Full-time

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Description

Mankind Pharma Hiring Candidates

As a Marketing Consultant at Mankind Pharma, you'll be a key player in shaping our brand narrative and driving awareness for our pharmaceutical products. You'll be responsible for conceptualizing and executing impactful marketing campaigns across various channels, ensuring consistent brand messaging, and ultimately contributing to our sales and business goals.

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Mankind Pharma Jobs Near Me

Responsibilities:

- Develop and implement creative marketing campaigns for assigned drug brands, aligned with brand positioning and strategic objectives.
- Collaborate with internal teams (Brand Managers, Medical Specialists, Designers) to develop effective marketing materials (print, digital, social media) that resonate with target audiences.
- Manage the production and execution of marketing campaigns within budget and deadline constraints.
- Monitor campaign performance, analyze data, and generate reports to

measure campaign effectiveness and identify areas for improvement.

- Stay updated on latest healthcare trends, competitor landscapes, and industry regulations to inform marketing strategies.
- Attend industry events and conferences to build relationships and explore new marketing opportunities.

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Skills:

- Bachelor's degree in Marketing, Advertising, Communication, or a related field.
- Minimum 2-3 years of experience in marketing and advertising, preferably within the healthcare or pharmaceutical industry.
- Strong understanding of marketing principles and practices, including campaign development, content creation, digital marketing, and social media advertising.
- Excellent written and verbal communication skills, with the ability to craft compelling and persuasive messages.
- Creative thinking and problem-solving skills to develop innovative marketing solutions.
- Strong analytical skills to assess data and measure campaign performance.
- Ability to work independently and as part of a team in a fast-paced environment.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and design software (Photoshop, Illustrator) is a plus.

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