

JOB DESCRIPTION

Job Title Associate, Offline Marketing	Department Marketing & Communication
Reporting to Head – Marketing & Communication	Experience eligibility: 1+ years

About us

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

Mission: To give as many blood cancer and blood disorder patients as possible, a second chance at life.

Working Hours: 9:30 am to 6:15 pm (Monday – Friday)

Position Summary**KEY RESPONSIBILITIES****Campaign Planning and Execution:**

- Close coordination with Team Lead- IEC and Manger offline marketing to create effective marketing campaigns.
- Ensuring the execution of offline marketing plan within the given timeline and approved budget.
- Work with intra & inter departmental teams with in the organization to ensure effective implementation of plans

Print and Collateral Production:

- Work closely with the Creative Designer for all Offline collateral requirements, including briefing & guiding the agency in producing print materials, including brochures, flyers, posters, signage etc
- Coordinate printing and distribution logistics to ensure timely delivery of materials.
- Maintain effective relationships with vendors to ensure a good partnership for the organization.

Event Management:

- Set KPIs for each activation and measure progress post roll-out
- Support the planning and execution of events, trade shows, and conferences.
- Identify & evaluate opportunities of partnership with external agencies to leverage associations for mutual benefit
- Coordinating all offline campaign related activities including on ground events (ex: deciding the venue, theme/concept, marketing collaterals & in-house teams for resource management)

Market Research and Analysis:

- Conduct market research and competitor analysis to identify trends and opportunities in offline marketing channels.
- Stay abreast of industry trends and best practices in offline marketing

KEY SKILLS



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- Excellent Relationship Management & Networking Skills
- Strong organizational skills and attention to detail
- Ability to multitask and prioritize in a fast-paced environment.
- Creative thinking and problem-solving skills.
- Strong Negotiation Skills

QUALIFICATIONS

- Graduate degree in Marketing & Communications/ MBA with specialization in Marketing
- In-depth understanding of the workings of strategic & operational marketing
- Demonstrated success in brand management and proven track record in developing, planning and executing marketing campaigns
- Good communication skills
- 1-3 years of experience in marketing field would be preferable