

## Associate-Product Marketing

**Exp- 1-4 years**

**Education:**

**B.Tech/BCA/MBA**

**Location- Gurugram**

### **Desired Skills-**

- Should have relevant experience of writing B2B content with a strong sense of branding (Type of content shall be: Website Content, Blogs, Search Engine Optimized Content, Digital Marketing Content, PR Content, Product Solution content, etc.).
- Strong knowledge of Microsoft Power Point, Excel and Word is a must.
- Should be innovative, willing to take risks and be able to define digital strategy to attract engage & covert relevant audience into leads.
- The job will require the candidate to have an in-depth understanding of ValueFirst Family of Products.

### **Key Responsibilities:**

- Develop market intelligence and hence product positioning and messaging that differentiates VF products in the market.
- The candidate will be required to manage the content for VF family of products in order to increase their online visibility.
- Create collaterals (website, PPTs, flyers, etc.) for sales team support.
- Enable lead generation and create an impact on revenue earned by the product.
- Take download of feature releases from the Product Team and transfer the same to the Sales & Solution Team.