

Senior Executive - Brand Communication



KEY RESPONSIBILITIES:

- Strategically plan, prepare, and execute all branding activities to enhance brand visibility.
- Ensure effective marketing communication on digital platforms, aligning with organizational objectives.
- Identify target markets and develop innovative communication strategies to effectively engage with them.
- Plan, measure, monitor and analyze the effectiveness of digital marketing and buying activities.
- Conduct research, analyze market trends, and prepare insightful marketing reports for informed decision-making.
- Organize and oversee marketing campaigns, ensuring cohesive execution and impactful results.
- Maintain relationships and effectively manage marketing agencies and media vendors.
- Conduct site visits as required to ensure consistent and effective on-site branding.
- Assist in the development of PropTech, sales and marketing kits to support sales initiatives.
- Regularly update and manage information on websites to ensure accuracy and relevance.

KEY REQUIREMENTS:

- BBA/MBA in Marketing from any reputed public or private universities
- 3-4 years of relevant experience in Brand Communication

EMPLOYMENT STATUS:

- Full Time

JOB LOCATION:

- Head Office

BENEFITS:

- Provident Fund, Gratuity, Mobile Bill, Weekly 2 Holidays, Health Insurance

APPLICATION DEADLINE:

- December 18, 2025

MAIL YOUR CV TO:

- tania@shantaholdings.com, or click the link in the caption

