



<https://targetjob.govhelp.in/job/bhel-jobs-for-fershers-fast-job-search-marketing-director-job-search/>

## Bhel Jobs For Fershers – Fast Job Search – Marketing Director Job Search

**Hiring organization**  
Bhel

### Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

### Date posted

March 23, 2024

### Valid through

31.12.2024

(adsbygoogle = window.adsbygoogle || []).push({});

APPLY NOW

### Base Salary

USD 24 - USD 30

### Qualifications

Bachelor's degree in engineering from a recognized university

(adsbygoogle = window.adsbygoogle || []).push({});

(adsbygoogle = window.adsbygoogle || []).push({});

### Employment Type

Full-time

### Description

## BHEL Recruitment 2024

### About Bharat Heavy Electricals Limited (BHEL)

BHEL, a maharatna public sector undertaking under the Ministry of Heavy Industries, Government of India, is India's leading engineering and manufacturing enterprise. For over eight decades, BHEL has been at the forefront of India's core sector, contributing significantly to the nation's infrastructure and industrial development. With a legacy of excellence in power plant equipment, transmission, transportation, renewable energy, industrial & other sectors, BHEL caters to the needs of vital sectors in India and abroad.

### Why Join Us as Marketing Director?

This is a unique opportunity to lead the marketing function for a renowned engineering giant. As Marketing Director at BHEL, you will play a pivotal role in shaping the company's brand image and driving sustainable growth. You will be responsible for developing and executing comprehensive marketing strategies to expand BHEL's market reach, strengthen customer relationships, and achieve ambitious sales targets. This remote position allows you to contribute from anywhere in India, fostering a healthy work-life balance.

**Position:** Marketing Director

**Company:** Bharat Heavy Electricals Limited (BHEL)

**Location:** Remote (All India)

```
(adsbygoogle = window.adsbygoogle || []).push({});
```

### **Job Summary:**

We are seeking a dynamic and results-oriented Marketing Director to spearhead BHEL's marketing initiatives. You will be responsible for developing and implementing a data-driven marketing strategy that aligns with the company's overall business objectives. This includes market research, brand management, product marketing, digital marketing, and customer relationship management (CRM). You will lead a talented marketing team and collaborate with other departments to ensure seamless marketing execution across all channels.

### **Key Responsibilities:**

- Develop and implement a comprehensive marketing strategy to achieve BHEL's sales and growth targets.
- Conduct in-depth market research to identify new business opportunities, analyze market trends, and understand customer needs.
- Oversee brand management activities, including brand positioning, communication, and reputation management.
- Manage BHEL's product marketing portfolio, developing and executing product launch strategies, pricing strategies, and promotional campaigns.
- Lead the development and implementation of digital marketing strategies, leveraging online channels to reach target audiences and generate leads.
- Build and maintain strong relationships with key customers, partners, and industry stakeholders.
- Oversee the development and execution of effective B2B marketing campaigns.
- Manage the marketing budget and ensure efficient resource allocation.
- Analyze marketing performance metrics and identify areas for improvement.
- Lead the marketing team, providing mentorship and guidance to ensure team success.
- Collaborate with other departments, including Sales, Product Development, and R&D, to ensure cohesive marketing efforts.

### **Required Skills and Qualifications:**

- Master's degree in Marketing, Business Administration, or a related field.
- Minimum 15 years of experience in a leadership role within the marketing function, preferably in the heavy engineering or industrial sector.
- Proven track record of developing and implementing successful marketing strategies that have driven growth.
- Strong understanding of B2B marketing principles and practices.
- In-depth knowledge of digital marketing channels and tools.
- Excellent communication, presentation, and interpersonal skills.
- Strong analytical and problem-solving skills.
- Ability to lead and motivate a team.
- Strategic thinking and business acumen.

### **Experience:**

We are open to applications from both experienced marketing professionals and those with strong leadership potential.

(adsbygoogle = window.adsbygoogle || []).push({});

**If You Want to Get Notifications about Various Jobs, Join our Telegram Channel Now and Get notified Daily about the Latest Jobs**



### **Why Join BHEL?**

- Be part of a legacy: Contribute to the continued success of a leading Indian engineering and manufacturing company.
- Make a real difference: Your work will have a tangible impact on India's infrastructure and industrial development.
- Opportunity for growth: Lead a dynamic marketing team and shape BHEL's future.
- Competitive compensation and benefits package: Enjoy a rewarding career with a leading public sector undertaking.
- Work-life balance: This remote position allows you to contribute from anywhere in India.
- Collaborative work environment: Work with a team of talented professionals across various departments.

### **Application Process:**

Interested candidates should submit their resume and a cover letter outlining their qualifications and relevant experience to [email address removed].

### **Join Us and Make a Difference!**

We are looking for a passionate and driven Marketing Director to join our team. If you are a results-oriented professional with a deep understanding of B2B marketing and a desire to contribute to the success of a leading engineering company, we encourage you to apply.

### **General Overview:**

This position offers a unique opportunity to lead the marketing function for a well-established and respected organization. The successful candidate will be a strategic thinker with a proven track record of success in developing and implementing marketing strategies that drive growth. They will be a strong leader with the ability to motivate and inspire a team.

**If You Want to Get Notification about Various Jobs, Join our WhatsApp Channel Now and Get notified Daily about Latest Jobs**



**Click to Join**

**Important Links**

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

(adsbygoogle = window.adsbygoogle || []).push({});

(adsbygoogle = window.adsbygoogle || []).push({});