

Infosys Job Search – Remote Jobs – Job Alert For Marketing Director

Hiring organization
Infosys

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
April 13, 2024

Valid through
31.12.2024

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Base Salary

USD 25 - USD 37

Qualifications

Graduate, Post Graduate, Engineering

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Employment Type

Full-time

Description

Infosys Recruitment 2024

About Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 55 countries to navigate their digital transformation journey with our expertise in enterprise consulting, technology, and outsourcing. At Infosys, we are passionate about using transformative technologies to create a better future for our clients and society at large. Our commitment to excellence and innovation has solidified our position as a Fortune 500 company with a vast network of talented professionals across the globe.

Why Join Us as Marketing Director?

This is a pivotal opportunity for a visionary and accomplished Marketing Director to join Infosys and play a leading role in shaping our brand narrative. As a remote position, you'll have the flexibility to work from anywhere in the world, while collaborating with a dynamic team dedicated to propelling Infosys to even greater heights.

Position: Marketing Director – Remote

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Job Summary

We are seeking a strategic and results-oriented Marketing Director to lead and inspire our global marketing initiatives. You will be responsible for developing and

executing comprehensive marketing plans that elevate Infosys' brand awareness, generate qualified leads, and drive sustainable business growth. This leadership role demands a deep understanding of the IT and consulting industry, coupled with a proven track record of success in developing and implementing cutting-edge marketing strategies.

Key Responsibilities:

- Develop and execute a comprehensive global marketing strategy aligned with Infosys' overall business objectives.
- Lead a team of talented marketing professionals across various disciplines, fostering a collaborative and results-oriented environment.
- Conduct in-depth market research and analysis to identify target audiences, industry trends, and competitor landscapes.
- Oversee the development and implementation of innovative marketing campaigns across various channels, including digital, social media, content marketing, and public relations.
- Manage all aspects of the marketing budget, ensuring efficient resource allocation and measurable return on investment (ROI).
- Develop and maintain strong relationships with key industry influencers, analysts, and media partners.
- Measure and track the effectiveness of marketing programs and provide data-driven insights to inform future strategies.
- Stay abreast of the latest marketing technologies and trends, implementing them to enhance campaign performance.
- Collaborate closely with sales, product development, and other internal teams to ensure seamless marketing alignment.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Business Administration, or a related field (MBA preferred).
- Minimum 10-15 years of experience in a senior marketing leadership role within the IT or consulting industry.
- Proven track record of developing and executing successful marketing strategies that drive business growth.
- Strong understanding of B2B marketing principles and practices.
- In-depth knowledge of digital marketing channels, including social media, content marketing, SEO, and SEM.
- Excellent communication, presentation, and interpersonal skills with the ability to build strong relationships across all levels.
- Demonstrated leadership qualities with the ability to motivate and inspire a team.
- Analytical mindset with a data-driven approach to decision making.
- Ability to work independently and manage multiple priorities in a fast-paced environment.

Experience:

We are open to applications from both experienced professionals and those seeking a fresh challenge.

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Why Join Infosys?

At Infosys, you'll be joining a company that fosters a culture of innovation, collaboration, and continuous learning. We offer a competitive compensation and benefits package, including health insurance, retirement plans, paid time off, and opportunities for professional development.

Here are just a few reasons why you'll love working at Infosys:

- **Work with Cutting-Edge Technologies:** Be at the forefront of the digital revolution, working with the latest technologies and solutions.
- **Make a Real Difference:** Contribute to the success of a global leader that is shaping the future of the IT industry.
- **Global Exposure:** Collaborate with a diverse and talented workforce across the globe.
- **Remote Work Flexibility:** Enjoy the flexibility of working from anywhere in the world.
- **Competitive Compensation and Benefits:** Receive a competitive salary and a comprehensive benefits package.
- **Positive and Collaborative Work Culture:** Thrive in an environment that values innovation, collaboration, and respect.
- **Career Growth Opportunities:** Benefit from a wide range of professional development programs and advancement opportunities.

Application Process

To apply for this exciting opportunity, please submit your resume and a cover letter outlining your qualifications and interest in the position.

Join Us and Make a Difference!

We are looking for a passionate and talented Marketing Director to join our team and help us achieve our ambitious goals. If you are a results-oriented leader with a deep understanding of the IT industry and a passion for marketing excellence, we encourage you to apply.

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