

Marketing Analyst – Job Vacancy – Philips Careers For Freshers

Hiring organization
Philips

Job Location

India
Remote work from: IND

Date posted
February 29, 2024

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Valid through
31.08.2024

Base Salary

USD 17 - USD 21

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Qualifications

12th/Graduate

Employment Type

Full-time

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Description

Marketing Consultant

As a Marketing Analyst (Fresher), you will play a critical role in supporting our marketing team with data-driven insights and analysis. You will be responsible for gathering, analyzing, and interpreting market research data to inform marketing strategies, campaigns, and product launches. You will also play a part in monitoring and evaluating the effectiveness of marketing initiatives, and providing recommendations for optimization.

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Responsibilities:

- **Brand storytelling:** Develop engaging marketing materials, including brochures, presentations, and social media content, to promote Philips products and services across various channels.
- **Market research and analysis:** Conduct research on target audiences, competitor analysis, and industry trends to inform marketing strategies.
- **Campaign execution and support:** Assist with planning and execution of digital and offline marketing campaigns, managing logistics and ensuring brand consistency.
- **Data analysis and reporting:** Track campaign performance, analyze data, and generate reports to inform future marketing initiatives.
- **Stay connected:** Collaborate effectively with internal teams, including product development, sales, and public relations, to ensure integrated marketing efforts.

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Philips Careers

Skills:

- Minimum bachelor's degree in Marketing, Communications, or a related field.
- 5+ years of experience in marketing consulting or a similar role, preferably within the healthcare or technology industry.
- Proven track record of developing and executing successful marketing campaigns that deliver measurable results.
- Strong understanding of marketing principles, campaign management, and digital marketing channels.
- Excellent communication, presentation, and interpersonal skills, with the ability to effectively collaborate with diverse stakeholders.
- Analytical and problem-solving skills, with the ability to translate data insights into actionable recommendations.
- Ability to work independently and as part of a team in a fast-paced environment.
- Passion for the healthcare industry and a genuine interest in Philips' mission to improve lives through

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