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Myntra Careers – Job Vacancy Near Me – Online Jobs For Marketing Communications Manager

Hiring organization
Myntra

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 26, 2024

Valid through

31.12.2024

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Base Salary

USD 16 - USD 25

Qualifications

Graduate, Post Graduate

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Employment Type

Full-time

Description

Myntra Recruitment 2024

About Myntra

Myntra is India's leading fashion destination, offering a wide range of trendy and stylish apparel, footwear, and accessories from top domestic and international brands. We're a passionate team obsessed with fashion and driven by innovation. We leverage cutting-edge technology to personalize the shopping experience and make fashion accessible to everyone.

Why Join Us as a Marketing Communications Manager (Remote)?

In this dynamic role, you'll be at the forefront of shaping Myntra's brand narrative. You'll develop and execute strategic communication plans that resonate with our target audience and amplify our brand voice across all channels. This is your chance to be part of a creative and collaborative team, working on projects that directly impact Myntra's growth story.

Position: Marketing Communications Manager

Company: Myntra

Location: Remote (Work from Anywhere)

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Job Summary:

As the Marketing Communications Manager, you'll play a pivotal role in crafting and executing impactful communication campaigns that drive brand awareness, engagement, and loyalty. You'll collaborate with various internal teams, including marketing, creative, and product, to develop a cohesive brand message across all touchpoints.

Key Responsibilities:

- Develop and implement comprehensive marketing communication strategies that align with Myntra's overall business objectives.
- Conduct market research and competitor analysis to understand industry trends and audience preferences.
- Craft compelling press releases, media pitches, and brand messaging for various communication channels.
- Manage media relations, build strong relationships with journalists and influencers, and secure positive brand coverage.
- Oversee the development and execution of creative communication assets, including press kits, social media content, and email campaigns.
- Monitor and analyze the performance of marketing communication campaigns, and make data-driven recommendations for improvement.
- Stay updated on the latest marketing trends and communication technologies.
- Assist with developing and managing Myntra's brand style guide.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum 5+ years of experience in marketing communications, with a strong focus on fashion or e-commerce.
- Proven track record of developing and executing successful marketing communication campaigns.
- Excellent written and verbal communication skills, with the ability to tailor messaging for diverse audiences.
- Strong analytical and problem-solving skills.
- Ability to work independently and manage multiple projects simultaneously.
- Experience with content management systems (CMS) and marketing automation tools a plus.
- Passion for fashion and a deep understanding of the Indian fashion industry.

Experience:

We welcome applications from both experienced professionals and enthusiastic freshers with a strong academic background and a demonstrable passion for marketing communications.

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Why Join Myntra?

- Be a part of a thriving and innovative company at the forefront of the fashion e-commerce revolution.
- Work in a fast-paced and dynamic environment with a talented and passionate team.
- Make a real impact on Myntra's growth through impactful communication strategies.
- Enjoy the flexibility and freedom of a remote work environment.
- Competitive salary and benefits package, including health insurance, paid time off, and employee discounts.
- Opportunities for professional development and learning in a supportive environment.

Application Process:

To apply, please submit your resume and a cover letter that highlights your relevant experience and passion for fashion marketing.

Join the Myntra Movement!

Are you a creative marketing whiz with a passion for fashion? Do you thrive in a fast-paced environment and enjoy driving results? If so, we encourage you to join Myntra's exciting journey! We offer a dynamic work environment, a chance to be part of a leading fashion brand, and the opportunity to make a real impact.

General Overview:

This role provides a unique opportunity to combine your marketing expertise with your love for fashion. As the Marketing Communications Manager, you'll play a key role in shaping Myntra's brand image and driving its success. We're looking for a talented and motivated individual who is eager to learn, grow, and contribute to a vibrant and dynamic team.

Ready to take your communication skills to the next level and make a mark in the fashion world? Apply today!

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