

<https://targetjob.govhelp.in/job/ntpc-job-vacancy-all-job-for-you-marketing-coordinator/>

NTPC Job Vacancy – All Job For You – Marketing Coordinator

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

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Base Salary

USD 21 - USD 32

Qualifications

Graduate, Post Graduate

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Employment Type

Full-time, Work From Home

Description

NTPC Recruitment 2024

About NTPC

NTPC Limited (NTPC) is a leading power sector company in India. We are a public sector enterprise under the Ministry of Power, Government of India. Established in 1975, we have grown into a dominant power player with a presence across the entire value chain of the power sector. Our core business focuses on electricity generation and transmission. We are at the forefront of technological advancements in the power sector, constantly innovating to find cleaner and more efficient ways to generate electricity.

Why Join Us as a Marketing Coordinator?

This is an exciting opportunity for a passionate and creative individual to join our dynamic marketing team. As a Marketing Coordinator, you will play a pivotal role in developing and executing strategic marketing initiatives that enhance NTPC's brand image and drive business growth. You will work collaboratively with a talented team of marketing professionals to craft compelling marketing campaigns across various digital and traditional channels.

This role offers a unique blend of challenge and reward. You will gain valuable experience in the marketing field, working on real-world projects with a significant impact. You will have the opportunity to learn from industry experts, hone your skills, and contribute to the success of a leading power company.

Position: Marketing Coordinator

Hiring organization

National Thermal Power Corporation Limited

Date posted

March 26, 2024

Valid through

31.12.2024

APPLY NOW

Company: NTPC Limited

Location: Remote (Open to applicants across India)

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Job Summary:

We are seeking a highly motivated and results-oriented Marketing Coordinator to join our growing team. In this role, you will be responsible for a wide range of marketing activities, from developing content and managing social media campaigns to supporting event planning and market research. You will play a key role in ensuring the successful execution of our marketing strategy and achieving our business objectives.

Key Responsibilities:

- Develop and manage engaging content for various marketing channels, including social media, website, and email marketing campaigns.
- Assist with the development and execution of social media strategies to increase brand awareness, engagement, and lead generation.
- Manage and analyze social media data to track campaign performance and identify areas for improvement.
- Support with the planning and execution of marketing events, trade shows, and conferences.
- Conduct market research to identify industry trends, competitor activities, and target audience insights.
- Assist with the development of marketing materials, such as brochures, presentations, and press releases.
- Monitor and analyze marketing campaign performance to measure ROI and identify areas for optimization.
- Stay up-to-date on the latest marketing trends and technologies.
- Assist with other marketing activities as assigned.

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Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in a marketing or communications role

(freshers will also be considered for exceptional candidates).

- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Experience with content creation, social media marketing, and email marketing is a plus.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Ability to work independently and as part of a team.
- Strong organizational and time management skills.
- Excellent analytical and problem-solving skills.
- A passion for the power sector and a keen interest in learning new technologies.

Benefits of Joining NTPC:

- Competitive salary and benefits package.
- Opportunity to work on challenging and impactful projects.
- Work with a talented and experienced team.
- Continuous learning and development opportunities.
- Be a part of a company that is at the forefront of the power sector.
- Make a real difference by contributing to a sustainable future.
- Enjoy a positive and collaborative work environment.

Application Process:

Interested candidates should submit their resume and cover letter online.

Join Us and Make a Difference!

At NTPC, we are committed to building a diverse and inclusive workplace. We believe that our employees are our greatest asset, and we are dedicated to providing them with the opportunities and resources they need to succeed. If you are a passionate and results-oriented individual who is looking to make a difference in the power sector, we encourage you to apply!

General Overview:

This role offers an excellent opportunity for a recent graduate or marketing professional with some experience to gain valuable skills and experience in a fast-paced and dynamic environment. You will work on a variety of marketing projects, collaborate with a talented team, and contribute to the success of a leading power company.

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