

Tata Motors Careers – Jobs For Freshers – Marketing Specialist in IN

Hiring organization

Tata Motors

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

September 17, 2024

Valid through

31.12.2024

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Base Salary

USD 12 - USD 20

Qualifications

12th/Graduate

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Employment Type

Full-time

Description

Tata Motors Recruitment 2024

Job Title: Marketing Specialist

Location: Various Locations (India)

Department: Marketing

Company: Tata Motors

Job Overview:

Tata Motors is seeking an enthusiastic and creative **Marketing Specialist** to join our dynamic team. This position is open to **freshers** with a passion for marketing and branding, offering a great opportunity to gain hands-on experience in the automotive industry. The Marketing Specialist will assist in the development and execution of marketing strategies and campaigns, aiming to enhance brand visibility and customer engagement.

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Key Responsibilities:

- Assist in the development and execution of marketing strategies, including digital, print, and social media campaigns.
- Conduct market research to understand customer preferences, market trends, and competitor activities.
- Collaborate with internal teams (such as sales and product development) to align marketing activities with business objectives.
- Help organize promotional events, exhibitions, and product launches to boost brand awareness.
- Support the creation of marketing content, including brochures, emails, social media posts, and website updates.
- Track and analyze the performance of marketing campaigns using tools like Google Analytics, providing insights for improvements.
- Maintain up-to-date knowledge of Tata Motors' product offerings and stay informed about the latest marketing trends.
- Assist in managing the company's social media platforms and engaging with the online community.
- Collaborate with external agencies and vendors to ensure the timely and successful execution of campaigns.

Qualifications and Skills:

- **Educational Background:** Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- **Experience:** Freshers are welcome to apply. Prior internships or project experience in marketing will be a plus.
- **Skills Required:**
 - Strong communication and interpersonal skills.
 - Basic understanding of marketing principles and digital marketing channels.
 - Creativity and an eye for detail in designing campaigns and content.
 - Proficiency in using MS Office (Excel, PowerPoint) and basic graphic design tools (e.g., Canva or Adobe).
 - Familiarity with social media platforms and digital marketing tools (Google Analytics, social media management tools).
 - Ability to work independently and as part of a team.
 - Strong organizational skills with the ability to handle multiple projects simultaneously.

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Additional Information:

- **Work Hours:** Full-time position with flexible hours as per project needs.
- **Benefits:** Competitive salary, health benefits, employee discounts, and opportunities for career development.
- **Application Process:** Interested candidates should apply through the Tata Motors Careers portal by submitting their resume and cover letter. Selected candidates will be invited for interviews and assessments.

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Important Links

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

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