



<https://targetjob.govhelp.in/job/tcs-careers-jobs-free-job-alert-marketing-associate/>

## TCS Careers Jobs – Free Job Alert – Marketing Associate

### 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 22 - USD 32

### Qualifications

Graduate, Post Graduate Depends upon the Post you are Applying

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### Employment Type

Full-time, Work From Home

### Description

## TCS Recruitment 2024

### About Tata Consultancy Services (TCS):

Tata Consultancy Services (TCS) is a leading global IT services, consulting, and business solutions organization. We're a company built on innovation, with a track record of pioneering groundbreaking solutions that propel businesses forward. Our vast network spans 46 countries, serving clients across diverse industries, and making a positive impact on millions of lives worldwide.

### Why Join TCS as a Marketing Associate?

This is your chance to launch a fulfilling career at the forefront of technological innovation. As a Marketing Associate at TCS, you'll play a vital role in shaping how we connect with our customers and showcase the transformative power of our solutions. You'll collaborate with a dynamic team of marketing professionals, contribute to the development of strategic initiatives, and gain invaluable experience in a fast-paced, global environment.

### The Position: Marketing Associate (Remote)

TCS is seeking a passionate and results-oriented Marketing Associate to join our growing team. This remote position offers the flexibility to work from anywhere, while collaborating with colleagues across the globe.

### Hiring organization

Tata Consultancy Services

### Date posted

April 13, 2024

### Valid through

31.12.2024

APPLY NOW

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### Job Summary:

In this role, you'll be a key contributor to our marketing efforts, supporting a variety of initiatives across different channels. You'll assist with content creation, social media management, campaign execution, and market research. This position is ideal for a highly motivated individual with a strong interest in marketing and a desire to learn from industry experts.

### Key Responsibilities:

- Collaborate with marketing professionals to develop and execute targeted marketing campaigns.
- Conduct market research to identify industry trends and competitor insights.
- Create engaging content for various marketing channels, including social media, website, and email.
- Manage and update social media platforms, fostering brand awareness and audience engagement.
- Support with the development of marketing collateral, such as presentations, brochures, and case studies.
- Analyze marketing campaign performance and provide data-driven recommendations for improvement.
- Stay up-to-date on the latest marketing trends and technologies.

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### Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- 0-2 years of experience in marketing or a relevant field (Freshers are welcome to apply).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Social media savvy, with experience in managing social media platforms.
- Ability to work independently and as part of a team.
- Strong analytical skills and attention to detail.
- Passion for marketing and a desire to learn.

### Benefits of Joining TCS:

- **Growth Opportunities:** TCS fosters a culture of learning and development. You'll have access to a comprehensive training program, mentorship opportunities, and the chance to work on challenging projects that will propel your career forward.
- **Global Exposure:** As a part of a multinational organization, you'll gain exposure to diverse work cultures and have the opportunity to collaborate with colleagues from around the world.
- **Work-Life Balance:** TCS is committed to promoting a healthy work-life balance. We offer flexible work arrangements, competitive benefits packages, and a supportive work environment.
- **Innovation at its Core:** At TCS, you'll be surrounded by a team of passionate innovators who are constantly pushing the boundaries of what's possible. You'll have the opportunity to contribute to cutting-edge solutions that are shaping the future of technology.
- **Remote Work:** Enjoy the flexibility of working from the comfort of your own home or a preferred location.

### Application Process:

To apply, please submit your resume and a cover letter expressing your interest in the Marketing Associate position.

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