



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

TCS Careers Jobs – Free Job Alert – Marketing Director

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. Recognized for its innovative approach and commitment to client success, TCS helps businesses stay ahead of the curve. With a diverse workforce and a collaborative environment, TCS fosters a culture of learning and growth, making it a dream destination for many professionals.

Why Join Us as Marketing Director?

In this pivotal role, you'll play a key part in shaping the narrative of TCS as a global leader. You'll spearhead strategic marketing initiatives, driving brand awareness and thought leadership across all channels. This is your chance to make a real impact, influencing how businesses perceive TCS and its cutting-edge solutions.

Position: Marketing Director

Company: Tata Consultancy Services (TCS)

Location: Remote (Open to applicants globally)

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Hiring organization

Tata Consultancy Services

Date posted

April 13, 2024

Valid through

31.12.2024

APPLY NOW

Job Summary:

As the Marketing Director at TCS, you'll be responsible for developing and executing comprehensive marketing plans that align with the company's overall business objectives. You'll lead a high-performing team of marketing professionals, overseeing all aspects of marketing strategy, brand management, and communication.

Your responsibilities will encompass:

- **Market Strategy & Planning:** Conducting market research, identifying target audiences, and developing data-driven marketing strategies to achieve growth goals.
- **Brand Management:** Overseeing the development and implementation of a strong brand identity for TCS, ensuring brand consistency across all marketing initiatives.
- **Demand Generation:** Leading the creation and execution of effective lead generation campaigns across digital and traditional channels.
- **Content Marketing:** Developing a robust content marketing strategy that educates potential clients and showcases TCS's expertise.
- **Public Relations & Communication:** Managing media relations, developing press releases, and crafting compelling narratives to position TCS as a thought leader.
- **Marketing Technology (MarTech):** Staying abreast of the latest marketing technologies and utilizing them to optimize campaign performance and gain valuable customer insights.
- **Team Leadership:** Leading, motivating, and mentoring a team of marketing professionals, fostering a culture of collaboration and innovation.
- **Performance Measurement:** Tracking the effectiveness of marketing campaigns, analyzing data, and making adjustments to optimize results.

Key Responsibilities:

- Develop and implement a comprehensive marketing strategy aligned with TCS's business goals.
- Manage a team of marketing professionals, providing direction and guidance.
- Create and execute effective marketing campaigns across various channels.
- Develop and maintain strong relationships with key media contacts.
- Track and analyze marketing performance metrics and make data-driven decisions.
- Stay up-to-date on the latest marketing trends and technologies.
- Develop and manage the TCS marketing budget.
- Represent TCS at industry events and conferences.
- Partner with other departments across TCS to ensure a seamless customer experience.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field (MBA preferred).
- 10+ years of experience in a marketing leadership role within a large organization.
- Proven track record of developing and executing successful marketing campaigns.
- In-depth knowledge of marketing principles, best practices, and trends.

- Strong understanding of digital marketing channels, including SEO, SEM, social media, and content marketing.
- Excellent communication, presentation, and interpersonal skills.
- Ability to lead and motivate a team of marketing professionals.
- Strong analytical and problem-solving skills.
- Data-driven approach to decision-making.
- Experience working in a fast-paced, results-oriented environment.

Experience:

We are open to applications from both experienced marketing professionals and those with strong leadership potential.

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Why Join TCS?

TCS offers a dynamic and rewarding work environment where you can make a real impact. Here are just a few reasons to join our team:

- **Work with Cutting-Edge Technologies:** Be at the forefront of innovation, working with the latest technologies and solutions that are shaping the future.
- **Global Exposure:** Gain valuable experience working on a global scale with a diverse team of professionals.
- **Career Growth Opportunities:** TCS is committed to employee development, offering a wide range of training and development programs to help you advance your career.
- **Competitive Compensation and Benefits:** Enjoy a competitive salary and benefits package, including health insurance, retirement savings plans, and paid time off.
- **Collaborative Work Environment:** Work with a talented and supportive team in a collaborative and positive environment.
- **Make a Difference:** Be part of a company that is making a positive impact on the world through its innovative solutions.

Application Process:

To apply for this position, please submit your resume and cover letter online. In your cover letter, please highlight your relevant experience and qualifications, and explain why you are interested in working at TCS.

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