



## MARKETING ASSOCIATE

We are seeking a motivated Marketing Associate to support our marketing team with various projects. In this role, you'll help coordinate the marketing efforts and develop strategies that align with current trends and customer needs, contributing to the overall success of our company. The ideal candidate will bring a wealth of ideas, reporting to the marketing head and possess a strong skill set to effectively promote our products and services. Your work will help strengthen our brand reputation, foster customer interest, and drive our continuous growth by coordinating promotional events and hosting creative campaigns. A solid understanding of social media platforms, trends, and strategies is essential for increasing brand awareness, engagement, and conversions. This role is perfect for someone who combines creativity, analytical thinking, and practical marketing experience.

### Responsibilities

- **Strategy Development:** Support the development of effective marketing and social media strategies aligned with business goals to enhance brand presence on social media platforms.
- **Brand Voice & Compliance:** Ensure all social media content aligns with the company's brand voice and complies with relevant legal and ethical guidelines.
- **Content Creation & Curation:** Develop, curate, and manage high-quality, engaging content tailored to each social media platform, including text, image, and video content.
- **Analytics & Reporting:** Track and analyse key performance indicators (KPIs) for social media efforts, using insights to optimize strategies and report on the effectiveness of campaigns.
- **Trend Monitoring:** Stay up to date with the latest marketing trends, tools, and best practices, ensuring the company remains ahead of the curve in social media marketing.
- **Collaboration:** Work closely with the marketing team to ensure cohesive and integrated marketing efforts across all teams in the organization and support the sales team in lead generation.

# Requirements

- 0-2 years of experience
- MBA – Marketing
- Familiarity with video editing tools, AI-driven marketing platforms and LinkedIn campaigns.
- Strong understanding of social media platforms, their respective audiences, and how each platform can be leveraged in different scenarios.
- Excellent written and verbal communication skills.
- Creative thinking with the ability to develop innovative social media content and campaigns.
- Strong organizational skills with the ability to manage multiple projects and campaigns simultaneously.
- Ability to work both independently and as part of a team in a fast-paced environment.

## What We Offer:

- Opportunities for professional growth and development.
- A dynamic and collaborative work environment.
- The chance to make a significant impact on the company's social media presence and overall marketing strategy.

## Location: **Edappally, Cochin**

Employment type: **Offline, Full time.**

Interested candidates please apply to [careers@turnb.com](mailto:careers@turnb.com) with subject line: **Application for the role of Marketing Associate.**