



MARKETING ASSOCIATE

Overview

- MBA – Marketing
- 0-2 years of experience
- Minimum 60% aggregate marks (or equivalent) across academics; any backlogs, if applicable, must be cleared within the prescribed course duration.
- Onsite, Full Time
- Edapally, Kochi

About TurnB

TurnB is a leading provider of business analytics, consulting, and AI solutions, helping businesses unlock actionable insights and drive data-led transformation. We combine cutting edge technology with strategic expertise to deliver business impact solutions for our clients. With deep experience in AI-driven data analytics and advanced business intelligence, we help organizations solve complex business challenges and accelerate growth. As a Great Place to Work® (GPTW) Certified organization, we are committed to fostering a culture of innovation, collaboration, and continuous learning for our people.

About the role

We are looking for a dynamic and highly motivated Marketing Associate to join TurnB's marketing team. In this role, you will play a key part in executing marketing initiatives, creating engaging content, managing digital and social media channels, and contributing to campaigns that elevate brand visibility, foster customer engagement, and support business growth. The ideal candidate is a creative storyteller, data-driven thinker, and proactive marketer with a passion for building impactful brand experiences.

Job Responsibilities

- **Strategy Development:** Support the development of effective marketing and social media strategies aligned with business goals to enhance brand presence across platforms.
- **Content Creation & Design:** Create and manage engaging content for Instagram, LinkedIn, and other platforms, including text, image, and video. Shoot and edit reels/videos, and design creatives using Canva or similar tools.
- **Social Media Management:** Manage day-to-day posting, captions, hashtags, and basic analytics. Handle business pages and support LinkedIn ad campaigns.
- **Brand Voice & Compliance:** Ensure all content aligns with the company's brand voice and complies with relevant legal and ethical guidelines.
- **Analytics & Reporting:** Track and analyse key performance indicators (KPIs) for social media efforts, using insights to optimise strategies and report on campaign effectiveness.

- **Trend Monitoring:** Stay updated with the latest marketing and social media trends, tools, and best practices, and implement them to keep the brand ahead of the curve.
- **Collaboration:** Work closely with the marketing team to ensure cohesive efforts across the organization, build brand presence, and support the sales team in lead generation.

Skills required

- Familiarity with video editing tools, Canva or similar design tools, AI-driven marketing platforms, and LinkedIn campaigns
- Basic understanding of branding and storytelling
- Experience handling business pages and LinkedIn ad campaigns is a plus
- Strong understanding of social media platforms, their audiences, and how each 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

Interested candidates please apply to careers@turnb.com with subject line: Application for the role of Marketing Associate