



Marketing Excellence Program Associate

Qualifications:

- PG: MBA/PGDM Marketing & Undergraduate degree in BSc or BCom
- 0-2 year's experience in Customer facing role
- Should have maintained 60% or equivalent during entire academics.

About The Job:

We are looking for an execution-driven, customer-focused Marketing Excellence Program Associate to join our Team. This role is ideal for marketing professionals looking to build a strong foundation in campaign operations, client interaction, and data-driven decision support.

You'll work closely with clients and internal teams to support the rollout of marketing campaigns, maintain reports and dashboards, create marketing content, and ensure campaigns run smoothly and effectively. You will play a key role in helping clients make informed marketing decisions through clear reporting, insights, and strong communication. This is a customer-facing role, requiring strong communication skills, attention to detail, and the ability to manage multiple tasks in a fast-paced environment.

We are also open to candidates looking to restart their career in marketing, provided they meet the required qualifications and skillset.

Key Responsibilities:

- Assist clients in planning and executing marketing campaigns across various channels (digital, email, social, etc.)
- Prepare and manage marketing content such as newsletters, emailers, and client presentations
- Coordinate logistics and tracking for events, webinars, and promotions
- Act as a point of contact for clients, providing timely responses to campaign-related queries
- Maintain and update dashboards and trackers using Power BI and Excel
- Analyze campaign data and generate reports to support client decision-making
- Create clear, visually engaging performance summaries and insights
- Maintain shared marketing calendars and ensure alignment on campaign timelines
- Monitor campaign budgets and assist in tracking client spend
- Research and summarize market trends and competitor activities
- Highlight client marketing successes internally for recognition and knowledge-sharing

Skills Required:

- Postgraduate degree (MBA or equivalent) in Marketing or related field
- Strong proficiency in Excel, and PowerPoint
- Must have excellent written and verbal communication skills in English
- Highly organized, detail-oriented, and deadline-driven
- Comfortable working with data and translating it into insights
- Eager to learn and grow in a fast-paced, client-facing marketing role

Why Join Us?

- Be part of a collaborative team where your work makes a visible impact
- Gain real-world experience in customer-facing marketing execution
- Learn how marketing strategy meets operational excellence
- Grow your career in a company that values learning, innovation, and results

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Interested candidates may apply to careers@turnb.com