

1.	Name of post	<b>Dy Manager (Marketing)</b>
2.	Number of post	1
3.	Pay	Approx Rs 14.50 LPA (HRA as per POP)
4.	Maximum age limit	40 Years
5.	Educational and other qualifications required	<p>Graduation with full-time Master's Degree/ Executive MBA /Post Graduate Diploma (2-years duration) in Marketing discipline as major subject.</p> <p><b><u>Experience:</u></b> Minimum 8 years' experience in marketing, with at least 3 years in a middle level position having proven success in a two-sided marketplace or "platform business" with experience in managing marketing and regulatory landscapes, background in growth and performance marketing, brand and communications, customer acquisition, brand strategy and expansion.</p> <p><b><u>Preferred:</u></b> Additional certifications in Digital Marketing/Product Marketing/ Growth Marketing or Data Analytics and Experience in mobility sector is preferable.</p>

### **Dy Manager (Marketing) Duties and Responsibilities**

- Set the overall marketing strategy and translate it into a clear roadmap with measurable objectives.
- Lead brand development and management to strengthen market presence and reputation.
- Own demand generation strategy to drive customer acquisition, conversion and retention.
- Manage marketing budget, prioritise investment and ensure accountability for return on marketing spend.
- Develop and maintain clear performance metrics and reporting for all major marketing activities.
- Collaborate with sales, product and operations to align go-to-market plans and optimise commercial outcomes.
- Build, lead and mentor a high performing marketing team, including talent planning and succession.
- Ensure marketing activities comply with legal, regulatory and brand governance requirements.
- Drive innovation and continuous improvement in marketing processes and capability.
- Manage external agencies and suppliers to deliver quality outcomes and value for money.
- Provide strategic counsel to the executive team and contribute to corporate decision making.

**Dy Manager (Marketing)** Provides executive leadership for the full marketing agenda, translating corporate strategy into measurable marketing outcomes. The role requires ownership of brand positioning, demand generation, customer insight and the marketing contribution to revenue and growth.

Develops and oversees the execution of annual marketing plans, tracking campaigns and activities to ensure desired results. They also provide strategic direction for product positioning, pricing strategies and marketing communication to drive customer acquisition, retention and loyalty.

He will be also responsible for building and nurturing relationships with business partners, vendors, media outlets and other stakeholders to facilitate effective collaborations and maximise brand exposure.

Oversees the overall marketing strategy; the digital marketer specialises in utilising digital channels and tactics.

Develop, articulate and execute the overall marketing strategy aligned with the company's business objectives.

- Drive brand positioning, differentiation and brand equity to enhance market share and brand awareness.

- Oversee the creation of captivating marketing collaterals, including brochures, flyers, newsletters, advertisements, press releases and digital content.
- Execute comprehensive marketing campaigns, including web, email, print, television, radio and out-of-home advertising.
- Optimise multi-channel marketing efforts to reach target audiences effectively.
- Monitor and analyse market trends, consumer insights, data analytics and competitor activities to identify growth opportunities and maintain a competitive edge.
- Curate pricing strategies that maximise profitability while remaining competitive in the marketplace.
- Lead strategic partnerships and collaborations with external agencies, vendors and influencers to amplify brand reach and awareness.
- Familiarity with marketing automation tools, customer relationship management (CRM) systems and analytics platforms.
- Experience in scaling marketing operations, managing international marketing teams or expanding into new markets.
- Knowledge of regulatory requirements and legal considerations related to marketing activities in India.
- Understanding of data privacy and protection regulations and their implications for marketing practices.

**SAHAKAR TAXI COOPERATIVE LIMITED**

**Application Proforma**

Application for the post of ----- Preferred place of posting -----

1. Name of the Applicant: \_\_\_\_\_

2. Gender: \_\_\_\_\_

3. Mother's/Father's Name: \_\_\_\_\_

4. (i) Date of Birth (dd / mm / yyyy) : \_\_\_\_\_

**(ii) Age as on 31<sup>st</sup> March 2026: \_\_\_\_\_**

5. Present residential Address:

\_\_\_\_\_  
\_\_\_\_\_

6. Domicile (Name of State): \_\_\_\_\_

7. Marital Status: \_\_\_\_\_

8. Religion: \_\_\_\_\_

9. (i) Qualification - \_\_\_\_\_

(ii) Experience in Details \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

10. Address for communication

\_\_\_\_\_  
\_\_\_\_\_

11. Phone Number & E-mail Id:

\_\_\_\_\_

12. Any other relevant information (use a separate sheet, if necessary)

\_\_\_\_\_

13. Knowledge of Language: Hindi/English/Gujarati-----

\_\_\_\_\_

14. A short note on your suitability for the post:

\_\_\_\_\_

Latest Self  
Attested  
Photo

15. Whether any Criminal case is pending against you? if yes, Please give details: Yes/No
16. Whether you were convicted by any court at any time in your life? if yes, Yes/No Please give details:
17. Whether any financial liabilities/ any other obligations are pending with Yes/No present employer? if yes, please give details:

Whether you have any conflict of interest with or pecuniary interest that you Yes/No could derive by working in this assignment with the Government of India? if yes,

Please furnish the details:

#### UNDERTAKING

- (i) I have gone through the "vacancy circular/advertisement" and agree to the terms and conditions given there.
- (ii) I undertake to submit the original documentary proof in respect of my educational qualifications, work experience, date of birth, address and all other documents submitted by me as and when asked.
- (iii) I understand that I fulfil the eligibility criteria viz. age, education qualification and required experience as per the advertisement. In case of non-eligibility my candidature is liable to be rejected without informing me.
- (iv) I have carefully gone through the vacancy circular/advertisement, and I am well aware that the information furnished in Application form duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the post.
- (v) If detained, convicted, debarred etc., after the completion and submission of the form, the details will be communicated immediately to STCL, failing which it will be deemed to be suppression of information.
- (vi) The information/ details provided by me are correct and true to the best of my knowledge and no material fact having bearing on my selection has been suppressed/withheld. I understand and agree that in the event of any information being found false or incorrect/incomplete or ineligibility being detected at any time before or after selection /interview, my candidature is liable to be rejected.

Date:

Place:

Signature of the Candidate.