

Job Title: Executive/ Sr. Executive- Marketing/ Product Mgt

Job Location- Thane (Kapurbavadi)

Working Days- 6 Days (2 Saturday Off)

Key Responsibilities:

- Support the full product lifecycle, from development to market launch and post-launch evaluation, Price list validation and New Product Launch.
 - Collaborate with R&D, production, and regulatory teams to ensure timely product development and compliance
 - Conduct market and competitor analysis to identify growth opportunities
 - Assist in creating product documentation, technical literature, and marketing content
 - Monitor product performance metrics and recommend improvements
 - Plan and execute product marketing campaigns to drive awareness and demand.
 - Organize and participate in industry exhibitions, conferences, and trade shows to showcase products.
 - Coordinate and support roadshows and on-ground marketing events for product promotions.
 - Collaborate with internal teams and external vendors to develop marketing collateral and campaign materials.
 - Track and analyze the effectiveness of marketing initiatives and prepare reports.
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Requirements:

- 1+ years of experience in product management/marketing, in the chemical or B2B industrial sector
 - Strong understanding of chemical products, applications, and customer needs
 - Excellent communication, analytical, and interpersonal skills
 - Ability to work cross-functionally and manage multiple priorities
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Qualifications:

- Bachelor's degree in Chemistry, Chemical Engineering, or a related technical field
 - Proficiency in MS Office and ERP Next, Advance Excel, Power Bi
 - Strong command of English (written and spoken)
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Nice to Have:

- Experience with ERP systems (e.g., SAP)
- Familiarity with industry compliance standards
- MBA or diploma in Marketing, Business, or Product Management