

# Marketing Manager

**Location:** Vijayawada, Andhra Pradesh (On-Site)

**Department:** Marketing

**Employment Type:** Full-Time

**Experience Required:** 3+ Years

**Reporting To:** Managing Director / Chair Person

## About AbhIT Technologies

AbhIT Technologies is a rapidly growing technology company committed to helping businesses accelerate their digital transformation through innovative and result-oriented solutions. Our expertise spans Web Development, Mobile Application Development, Digital Marketing, Search Engine Optimization (SEO), Branding, UI/UX Design, Business Management Softwares (BMS), Software Development, Artificial Intelligence Solutions, and Cloud Technologies.

At AbhIT Technologies, we believe in innovation, collaboration, and continuous learning. We strive to build long-term relationships with our clients by delivering high-quality technology solutions that create measurable business value.

As we continue to expand our operations, we are looking for an experienced Marketing Manager who can lead our marketing function, strengthen our brand presence, and contribute to sustainable business growth.

## Position Overview

The Marketing Manager will be responsible for planning, executing, and managing the organization's overall marketing strategy. This role requires a strategic leader capable of building brand awareness, generating qualified business opportunities, improving customer engagement, and driving revenue growth through integrated marketing initiatives.

The ideal candidate should possess strong leadership abilities, strategic thinking, excellent communication skills, and hands-on experience in both traditional and digital marketing. They should be comfortable working in a fast-paced environment while managing multiple projects and collaborating with cross-functional teams.

# Key Responsibilities

The selected candidate will be responsible for:

## Strategic Marketing

- Develop and execute comprehensive marketing strategies aligned with business objectives.
- Create annual, quarterly, and monthly marketing plans to support company growth.
- Identify new market opportunities and recommend expansion strategies.
- Build marketing roadmaps to improve brand visibility and customer acquisition.

## Brand Management

- Strengthen and maintain the company's brand identity across all communication channels.
- Ensure consistency in branding, messaging, and visual communication.
- Develop campaigns that enhance the company's market positioning.
- Manage corporate branding initiatives and promotional activities.

## Campaign Planning & Execution

- Plan and manage integrated marketing campaigns across digital and offline platforms.
- Coordinate promotional events, product launches, exhibitions, and business campaigns.
- Work closely with designers, content writers, developers, and sales teams to deliver impactful campaigns.
- Monitor campaign effectiveness and optimize performance based on data.

## Market Research & Business Growth

- Conduct competitor analysis and identify industry trends.
- Research customer behavior and market demands.
- Recommend innovative marketing initiatives based on market insights.
- Support business development by identifying potential market segments.

## Performance Monitoring

- Define marketing KPIs and campaign success metrics.
- Prepare weekly and monthly marketing reports.
- Evaluate campaign ROI and recommend continuous improvements.
- Monitor lead generation performance and conversion trends.

## Team Leadership

- Lead and mentor the marketing team to achieve organizational goals.
- Foster collaboration across departments.
- Encourage creativity, innovation, and continuous learning.
- Support performance management and professional development within the team.

## Required Qualifications

Candidates should possess:

- Bachelor's or Master's degree in Marketing, Business Administration, Communications, or a related discipline.
- Minimum 3 years of professional experience in Marketing, Brand Management, or Marketing Leadership.
- Proven experience in developing successful marketing strategies.
- Strong understanding of branding, customer acquisition, and marketing communications.
- Experience working with cross-functional teams in a technology or service-based organization.
- Excellent communication, presentation, leadership, and interpersonal skills.
- Strong analytical and problem-solving abilities.
- Ability to prioritize tasks and manage multiple projects simultaneously.

## Core Competencies

We are looking for professionals who demonstrate:

- Strategic Thinking
- Leadership & Team Management
- Business Acumen
- Innovation & Creativity
- Customer-Centric Mindset
- Strong Communication Skills
- Decision-Making Ability
- Time Management
- Adaptability
- Collaboration
- Accountability
- Result Orientation

## Professional Competencies

The ideal candidate should possess expertise in the following areas:

- Strategic Marketing Planning
- Brand Development & Positioning
- Integrated Marketing Communications (IMC)
- Go-to-Market (GTM) Strategy
- Market Research & Consumer Insights
- Product & Service Marketing
- Business Growth & Market Expansion
- Marketing Budget Planning & Cost Optimization
- Campaign Planning & Performance Evaluation
- Marketing Analytics & Business Reporting
- Customer Acquisition & Retention Strategies
- Cross-Functional Team Collaboration
- Stakeholder & Client Relationship Management
- Project & Resource Management
- Sales Enablement & Marketing Alignment
- Vendor & Agency Management
- Corporate Communications
- Marketing Operations & Process Improvement
- Strategic Decision-Making
- Risk Assessment & Opportunity Analysis
- Proficiency in Microsoft Office Suite (Excel, PowerPoint, Word) and marketing analytics/reporting tools.

## Key Performance Indicators (KPIs)

Performance will be evaluated based on:

- Brand awareness growth
- Lead generation performance
- Campaign ROI
- Customer acquisition
- Website traffic growth
- Marketing-qualified leads (MQLs)
- Campaign execution efficiency
- Budget utilization
- Team productivity
- Contribution to business revenue

# Why Join AbhIT Technologies?

At AbhIT Technologies, we believe that our people are our greatest strength. We offer an environment where innovation is encouraged, ideas are valued, and every team member has the opportunity to make a meaningful impact.

As a Marketing Manager, you will have the opportunity to:

- Lead strategic marketing initiatives that directly influence business growth.
- Work with experienced professionals across multiple technology domains.
- Build and strengthen a growing technology brand.
- Contribute to high-impact digital transformation projects.
- Collaborate with leadership on strategic business decisions.
- Enhance your professional skills through continuous learning and challenging assignments.
- Grow your career in a dynamic, innovation-driven workplace.

## Work Environment

- Professional and collaborative workplace.
- Opportunity to work on diverse client projects.
- Performance-driven culture.
- Continuous learning and skill development.
- Ethical and inclusive work environment.

## Equal Opportunity Employer

AbhIT Technologies Pvt. Ltd. is committed to creating an inclusive workplace that values diversity, equality, and mutual respect. We encourage applications from qualified candidates regardless of gender, age, background, or ethnicity. Employment decisions are based solely on merit, qualifications, and business requirements.

## How to Apply

Interested candidates who meet the above qualifications are invited to submit their updated resume along with relevant portfolio or supporting documents (if applicable).

**Email:** [hr@abh.it](mailto:hr@abh.it)

**Subject Line:** Application for Marketing Manager – *Candidate Name*

Only shortlisted candidates will be contacted for the subsequent stages of the recruitment process.

**Join AbhIT Technologies and become a driving force behind innovation, brand excellence, and business growth.**