



MARKETING MANAGER

Job Description

About Casegoods

[Casegoods](#) is a Mumbai based product design studio that has established itself as an international brand with a unique position in the world of design. Casegoods was born out of a passion for materials, a commitment to the act of making, and an awareness of our impact as designers on the shared environment. Our products are rooted in the Indian tradition of craft while remaining considerate to contemporary living. We believe that the greatest form of sustainability is to produce work of lasting value. In that spirit we endeavour to design products that are simple, beautiful, and functional which can be cherished for generations.

We are in growth mode, looking to bring exceptional talent onto our design, production, sales and marketing teams to expand our portfolio; and engaging in partnerships with design innovators and partners to grow our worldwide reach.

About the Role

Type: Full Time

Location: Mumbai

Team: Growth

Reports to: CEO

Direct Reports: N/A

Travel: 20% to/from events

Working closely with the sales and product design teams, this role leads all aspects of marketing and is critical to help Casegoods with our global brand presence, growth and retention goals.

Key Responsibilities | How you will contribute

Marketing Strategy & Execution

- Develop and manage Casegoods' MarCom, content and social media strategies to support our go-to-market, growth (across products/regions/audiences), and customer relations/retention
- Gain a deep understanding of Casegoods' local and international audience/s and customer profile/s to ensure the creation and delivery of effective and memorable experiences

Growth Marketing & Demand Generation

- Strategize and execute compelling demand and lead generation strategies and plans to support our sales and achieve growth targets.
- Support our e-commerce website redesign and optimization

Marketing Collateral & Content Creation

- Develop and execute content strategies across channels: social media, website, advertising, email
- Develop collateral, sales enablement materials (traditional and digital) - from conceptualizing ideas to copywriting - to implementing
- Work closely with the Communications Designer on graphic designs to support across all stages of funnel interactions, including website / landing page copy, email, presentations, social media content
- Manage external creative resources/consultants and produce engaging materials as required

Storytelling & Promotional Campaigns

- Craft sales and promotional campaigns including top-of-funnel awareness campaigns, regional and seasonal lower-funnel campaigns
- Manage email marketing campaigns to our customers and key audiences
- Capture testimonials and stories of our key customers and audiences

Brand Management

- Develop and execute brand campaigns across channels: social media, website, advertising, publications, media
- Create and maintain brand assets, including photography, print and digital ads
- Ensure consistent messaging and brand representation across all marketing materials

Social Media Management

- Own and post engaging content from our social media accounts including Instagram and LinkedIn
- Manage and update content calendars

Stakeholder Engagement, PR and Partnerships

- Boost brand awareness through strategic partnerships and collaborations with industry players
- Amplify the brand via select editorials, publications - digital and print; manage relationships with key publications
- Collaborate on Public relations, influencer marketing and other media opportunities

Event Management

- Manage events including sourcing potential events and collaboration opportunities (shows, speaking gigs) and coordinating logistics with event organizers and internal team
- Prepare materials (presentations, speaking notes and swag) and report on event ROI
- Follow through on leads from events with the sales team

Data, Reporting and Admin

- Compile metrics and present reports on marketing funnel performance at internal meetings to drive better data-based decisions
- Manage our CRM and other tools as required

- Manage marketing budget every month and allocate funds to ensure ROI
- Manage vendor agreements, invoicing, and payments in a timely manner
- Effectively manage and schedule and deliver on all strategies and projects

Key Competencies | Who you are

- **Strategic and Creative Storyteller.** You enjoy new ways of creating and marketing content. You enjoy the whole creative process - from the big picture to small details, from ideas to execution.
- **Communicator and Team player.** You can gain buy-in and work collaboratively and respectfully across audiences. Strong written and verbal communication skills.
- **Self-motivated and Accountable.** You manage your time well, can be relied on and follow through on projects on time and with a strong sense of ownership.
- **Passionate and Curious.** You enjoy product design and stay on top of trends and best practices.
- **Data-driven and Results-oriented.** You are excited by data, performance and growth over time. You can turn feedback and learnings into new ideas and plans.

Key Skills & Experience | What we are looking for

- 1-3 years of experience in a marketing role, preferably within an in-house marketing team at a high growth company; with demonstrated results developing marketing strategies and achieving growth targets
- Post-secondary education focused on marketing, sales, business, or a related field, in as asset
- Strong portfolio showcasing a diverse range of marketing assets and content created (traditional and digital), preferably in the context of product and furniture design
- Experience managing social media and other campaigns
- Working knowledge of marketing, graphic design and content creation tools / software, including CRMs, WordPress and Adobe Creative Suite

Benefits of working with us

- Expand your technical and leadership capabilities by collaborating with industry experts
- Be a part of a fun, diverse team; work closely with a multidisciplinary team of designers, engineers, marketers, and business leaders
- Build a vast community and network globally; meet new and interesting people everyday
- Make an impact at a high growth company

How to apply

Please email your application to: jobs@casegoods.in

Subject: Marketing Manager

Include: Resume, Portfolio and Description of why you would like to work with us