

Career Opportunity at Samarth E Mobility Pvt. Ltd.

About the Role

We are looking for a **Brand Manager** to lead our startup's branding and marketing efforts in the EV two-wheeler industry. The ideal candidate will be responsible for developing and executing brand positioning, creating impactful marketing campaigns, and ensuring brand consistency across all platforms.

Key Responsibilities

- ✓ Develop and implement a comprehensive brand strategy aligned with business goals.
- ✓ Establish and maintain a strong brand identity and market presence.
- ✓ Design and execute marketing campaigns to enhance brand visibility.
- ✓ Conduct market research and analyze trends to refine strategies.
- ✓ Collaborate with design, sales, and product teams for brand alignment.
- ✓ Manage branding budgets and optimize marketing spend for maximum ROI.
- ✓ Oversee social media, digital marketing, and advertising strategies.
- ✓ Monitor and analyze brand performance to drive continuous improvements.
- ✓ Ensure consistency in messaging and visuals across all platforms.

Qualifications

- ✓ Bachelor's/Master's degree in Marketing, Business, or a related field.
- ✓ 5+ years of experience in brand management, preferably in a startup.
- ✓ Proven track record of developing and executing successful branding strategies.
- ✓ Strong analytical skills and knowledge of digital marketing trends.
- ✓ Creativity and strategic thinking with attention to detail.

Work Location: Bopal ,Ahmedabad, Gujarat.