
JOB OPPORTUNITY NOTIFICATION

Position: Manager – Marketing

Industry: Dairy & Food Processing

Employment Type: Full-Time

Location: Mumbai, Maharashtra

Experience Required: 7–12 Years

Salary: Competitive & Negotiable (Based on Experience)

About the Company

NITUI AGRO INDIA is a fast-growing dairy and food processing company committed to delivering fresh, nutritious, and high-quality dairy and value-added food products. With a strong distribution network and a growing brand presence, we aim to expand our market footprint and strengthen consumer engagement across regions.

We are looking for a strategic and result-driven professional to join our team as **Manager – Marketing** to lead our brand growth and market expansion initiatives.

Role Overview

The Manager – Marketing will be responsible for planning, executing, and monitoring marketing strategies to enhance brand visibility, increase sales, and expand market share. The role involves brand management, market research, product positioning, trade marketing, distribution coordination, and digital marketing oversight.

Key Responsibilities

1 Marketing Strategy & Planning

- Develop and implement annual and quarterly marketing plans aligned with company goals.
- Identify new market opportunities and expansion strategies.
- Plan product launches and promotional campaigns.

2 Brand Management

- Strengthen brand positioning in dairy and food segments.

- Ensure consistent brand communication across all channels.
- Manage packaging, labeling, and promotional materials.

3 Market Research & Analysis

- Conduct market research to understand consumer trends and competitor strategies.
- Analyze sales data and market performance metrics.
- Recommend pricing and positioning strategies.

4 Trade Marketing & Distribution Support

- Coordinate with sales and distribution teams to drive product visibility.
- Plan retail promotions, in-store branding, and dealer engagement programs.
- Monitor stock movement and sales performance.

5 Digital & Media Marketing

- Oversee digital marketing campaigns including social media, online ads, and website content.
- Monitor ROI of marketing campaigns.
- Collaborate with agencies for creative and media planning.

6 Budget Management

- Prepare and manage marketing budgets.
- Optimize marketing spend for maximum return.
- Track and report campaign performance.

7 Team Leadership

- Lead and mentor marketing executives and coordinators.
- Coordinate with cross-functional teams including sales, production, and finance.
- Ensure timely execution of campaigns and promotions.

Qualifications & Experience

- Bachelor's Degree in Marketing / Business Administration / Commerce.
- MBA in Marketing (Preferred).
- 7–12 years of experience in FMCG / Dairy / Food Industry.

- Minimum 3–5 years in a managerial role in marketing.
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Required Skills & Competencies

- Strong understanding of FMCG and dairy market dynamics.
 - Expertise in brand building and product marketing.
 - Experience in trade marketing and distribution management.
 - Knowledge of digital marketing tools and analytics.
 - Strong analytical and strategic thinking ability.
 - Excellent communication and negotiation skills.
 - Leadership and team management capability.
 - Proficiency in MS Office and marketing analytics tools.
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Key Performance Indicators (KPIs)

- Sales growth & market share expansion
 - Brand awareness metrics
 - ROI on marketing campaigns
 - Distribution coverage growth
 - Product launch success rate
 - Customer engagement and retention metrics
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Compensation & Benefits


- Attractive salary package
 - Performance-based incentives
 - Travel allowances
 - Statutory benefits (PF, ESI, Gratuity)
 - Health insurance coverage
 - Career growth and leadership opportunities
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Application Process

Interested candidates may submit their updated CV along with:

- Current CTC
- Expected CTC
- Notice Period

 Email: wecare@nituiagroindia.com

 Subject Line: Application for Manager – Marketing

Last Date to Apply: 10th February 2026

Equal Opportunity Statement

NITUI AGRO INDIA is an equal opportunity employer. We encourage talented professionals from diverse backgrounds to apply.
