

Senior Executive/Assistant Manager – Marketing

Mumbai | Full-time | On-site

Role Overview

We are looking for a hands-on marketing professional to own brand building and marketing execution for Packfora. This role blends brand stewardship, content and collateral creation, event and vendor coordination, and close collaboration with Growth team, ideal for someone who enjoys variety, moves fast, and brings original thinking to every deliverable.

Key Responsibilities

- Assist end-to-end brand building, both online and offline, including the development and upkeep of brand books and brand guidelines
- Drive social media strategy and manage Packfora's LinkedIn presence to strengthen brand visibility
- Design and maintain marketing collaterals — brochures, brand packs, case studies, and sales communication material that support growth.
- Develop presentations, internal decks, and reports using PowerPoint and Canva
- Partner closely with growth teams on client meetings, B2B engagements, and on-ground activities
- Plan and execute corporate gifting and client engagement initiatives that reinforce brand experience
- Manage vendor relationships for artwork, printing, promotional materials, gifting, and event execution
- Coordinate logistics and on-ground support for events, exhibitions, conferences, and workshops
- Track competitor activity and conduct market research to inform brand and marketing decisions
- Leverage AI tools thoughtfully to boost productivity while consistently bringing original, creative thinking

Key Qualifications

- 2–3 years of experience in corporate marketing or brand roles
- Graduate or Post-Graduate in Marketing, BMS or BMM (Masters preferred)
- Strong skills in PowerPoint and Canva
- Experience in social media, vendor coordination, or client-facing marketing is an advantage –

Skills & Competencies

- Excellent communication skills with a polished, professional presence
- Creative thinker who can balance originality with practical execution
- Strong presentation and coordination skills, with hands-on proficiency in PowerPoint and Canva
- High sense of ownership, a proactive attitude, and the ability to manage multiple priorities in a fast-paced environment
- Thoughtful, judicious use of AI tools to enhance productivity, paired with original thinking and a personal creative stamp