

MARKETING MANAGER | FOR A NEW AGE REAL ESTATE COMPANY LOOKING TO DISRUPT THE INDUSTRY

OUR BUSINESS:

Founded in 2011, on the sole thesis that real estate needed to be done differently in India, Tribeca is a contemporary and vibrant real estate brand that brought the Trump Organization to India and pioneered the concept of branded residences.

We have 5 projects and over 4 million square feet of projects under development with a gross sale value of over INR 5,500 cr. We also have a INR 500 Cr. housing platform tie-up with HDFC for the development of mid income projects, which puts us right in the league of the most trusted and valuable developer brands of our time.

With a bunch of incredibly talented, hungry, bright and passionate folks on the team: IIT, IIM, Wharton and SPA toppers, industry stalwarts, we are looking to leave a dent in the real estate segment and making the world a better place to live in.

LOOKING FOR:

- A marketing professional with experience in marketing operations
- Specialization in event & media management preferred
- Should have knowledge of the Pune market
- Past record of executing brand campaigns across ATL & BTL mediums & vendor management
- A marketer who understands the pulse of the consumer & the market/competition dynamics **wrt to the Pune region**
- Experience in Real Estate preferred, but not essential
- He/she will be the marketing coordinator for projects within the Pune micro market and be responsible for all implementation and agency co-ordination. Budget management and management reporting is key

WHO YOU ARE:

- Graduate/Post graduate from B+ institute with 4-5 years of relevant experience
- Having previously worked in an agile organizational setup with an entrepreneurial bent on mind; real estate experience not mandatory but preferred
- Strong knowledge of conducting on-ground events
- Strong understanding of marketing communications, media (print, outdoor, radio etc.) management and public relations
- Should possess excellent communications skills; adept at MS Excel & PowerPoint

WHAT YOU WILL DO:

As part of the marketing team you will be responsible for the following for your projects within your cluster. All reporting will be to Head of Marketing

- Working closely with central team, to execute strategy on-ground, ensuring timely and accurate completion of tasks
- Responsible for recommending, negotiating & on-boarding local creative, event, PR, digital, media etc. agencies, should have strong network within this field
- Management of creative, media, digital, PR agencies, strong follow-up & project management required to ensure timely delivery as per contract
- Internal & External stakeholder management including but not limited to management reporting, budgeting & payment decisions & timely approvals
- Conceptualize & execute on-ground events, for the purpose of lead creation, nurturing or closure
- Working closely & jointly with the sales team to deliver on key KPIs
- Ensuring smooth day to day execution of all marketing operation wrt the project/projects in the region

WHAT YOU GET:

A chance to take charge of all marketing operation for projects within a region, and to work with a company that will fundamentally disrupt one of the largest industry segments in the country and the world. The next stop in your career will be a leadership role in marketing, as category lead. You will get a competitive base compensation, that's amongst the best in the profession.