**B2B Marketing Specialist**  - Job Description.

We are looking for an enthusiastic **B2B Marketing Specialist** to help us in our & our clients overall marketing efforts. You will be an integral part of the development and execution of marketing plans for annectos to ensure from brand awareness to clients leads generation. .  
The goal is to deliver effective marketing programs that will help our reputation and growth in the number of leads.

**Responsibilities**

* Brainstorm and develop ideas for creative content marketing campaigns
* Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
* Liaise with external vendors to execute promotional events and campaigns
* Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
* Plan and execute initiatives to reach the target audience through appropriate channels
* Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
* Undertake individual tasks of a marketing plan as assigned
* Prepare and deliver promotional presentations
* Compose and post online content on the company’s website and social media accounts
* Write marketing literature (brochures, press releases etc) to augment the company’s presence in the market
* Communicate directly with clients and encourage trusting relationships

**Requirements**

* Proven experience as B2B marketing specialist or similar role. Experience in a **trade marketing / channel marketing role will be an added advantage.**
* Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods
* Demonstrable experience in marketing data analytics and tools
* Solid computer skills, including MS Office,   
  Knowledge of Marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.) – would be an added advantage.
* Well-organized and detail oriented
* Exceptional communication and writing skills
* Commercial awareness partnered with a creative mind
* MBA in marketing, communications or equivalent

**Experience range :** 5-8 years

**Location** : Bangalore.

**CTC Range** : INR 6-9 Lakhs p.a.