



# Ruhvenile<sup>®</sup> Biomedical OPC Pvt. Ltd.

Plot No. 08, OCF Pocket Institution, Sarita Vihar, New Delhi 110076, India

## MARKETING EXECUTIVE - JOB DESCRIPTION

Date: 29-06-2024

**Job Title:** Marketing Executive

**Location:** Sarita Vihar, Delhi

**Department:** Marketing

**Job Type:** Full-time

**Experience:** 2 years (Required)

**Language:** English (Required)

**Work Location:** In person

### **About Us:**

Ruhvenile<sup>®</sup> Biomedical is a pioneering leader in health tech, dedicated to advancing healthcare through innovation and excellence. We are committed to improving patient outcomes and transforming the industry with our cutting-edge solutions. We are seeking a creative and driven Marketing Executive to join our passionate team and help us achieve our marketing goals.

### **Job Overview:**

The Marketing Executive will be responsible for implementing marketing strategies, executing campaigns, and promoting our products and brand. This role requires a strategic thinker with strong digital marketing skills, excellent communication abilities, and a passion for healthcare innovation.

### **Key Responsibilities:**

#### **Marketing Strategy and Campaigns:**

- Assist in developing and implementing comprehensive marketing plans aligned with company objectives.
- Execute marketing campaigns across various channels, including digital, social media, email, and events.
- Monitor campaign performance and analyze metrics to optimize results.

#### **Content Creation and Management:**

- Create engaging content for marketing materials, including website content, blogs, articles, and social media posts.
- Manage content calendars and ensure consistent messaging across all platforms.
- Collaborate with design and content teams to produce high-quality visuals and materials.

#### **Digital Marketing:**

- Manage social media accounts and engage with followers to build brand awareness and drive traffic.
- Implement SEO strategies to improve website visibility and organic search rankings.
- Execute email marketing campaigns and analyze performance metrics.



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## Market Research and Analysis:

- Conduct market research to identify trends, opportunities, and competitor activities.
- Provide insights and recommendations based on market analysis to support decision-making.
- Monitor industry developments and adjust marketing strategies as needed.

## Brand Management:

- Maintain brand consistency across all marketing initiatives and communications.
- Develop and distribute marketing collateral, including brochures, presentations, and newsletters.
- Support in organizing promotional events and participate in industry conferences.

## Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Proven experience (2 years) in marketing roles, preferably in the healthcare or tech industry.
- Strong understanding of marketing principles, strategies, and digital marketing techniques.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools and platforms, including social media management tools, Google Analytics, and CRM software.
- Creative thinker with analytical abilities and a results-driven mindset.
- Ability to manage multiple projects and deadlines effectively.

## What We Offer:

- Competitive salary and performance-based incentives.
- Opportunities for professional growth and career advancement.
- A collaborative and innovative work environment.
- The chance to make a meaningful impact in healthcare innovation.

## How to Apply:

Interested candidates are invited to submit their resume and cover letter to [career@ruhvenile.com](mailto:career@ruhvenile.com) with the subject line "Marketing Executive Application – [Your Name]." Applications will be reviewed on a rolling basis.

Ruhvenile<sup>®</sup> Biomedical is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.