

Position: Marketing Executive – 01

Job Locations: Bangalore

Duties and Responsibilities:

- - Developing, improving and implementing marketing plans unique to different products (Food & Agro, Handicrafts, Household utilities) for the existing women entrepreneurs
 - Conceiving and improving existing marketing and sales strategies of the rural women entrepreneurs
 - Conducting marketing research and analysis to produce relevant marketing information and evaluate trends and support in the marketing of the products
 - Coordinate and arrange buyer & seller meetings, online & physical exhibitions, awareness & mobilisation and workshops
 - Provide guidance and counselling of potential and existing rural women entrepreneurs for setting up and developing small and micro-enterprises.
 - Ensure proper B2B engagement of the stakeholders /vendors in order to maintain and foster a long term relationship with them.

Qualification:

- - BBA or MBA or similar background (Preferably Marketing)

Skills & Experience:

- - Must have 1 year of experience in product marketing, sales, social media marketing, Livelihood, B2B & B2C sales and project management
 - Good documentation and reporting skills,
 - High degree of computer literacy, data analysis ability
 - Must have excellent relationship management skills.
 - Proficiency in Excel and Google sheet is a plus point.
 - Critical business thinking is essential
 - Must have impeccable verbal and written communication skills in minimum English along with regional Indian Languages as per the assigned location

Function: Marketing & Sales

Type of Employment: On Contractual basis.

Maximum Remuneration: Rs. 3,00,000 to Rs. 3,60,000 P.A

Position: Multi Media Executive-01

Location: Bangalore, Karnataka

Qualification & Experience:

- - Bachelor's/ PG Degree in Fine Art Design, Marketing, Mass communication or related discipline.
 - Must possess at least 2 to 5 years of experience in Graphic designing, Adobe Photoshop, Illustrator and InDesign, CorelDraw, Typography, concept, layout, Styling etc.
 - Should possess good communication skills of English, Hindi and Kannada.

Job Description:

- - Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
 - Create these materials by using technology, including computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more.
 - Meet with clients to gain an understanding of what they want their proposed communications to look like.
 - Conceptualizing visuals based on requirements
 - Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
 - Select type size and style to enhance the readability of text and image.
 - Produce drafts for review by clients and make revisions based on the feedback received.
 - Review final productions for errors and ensure that final prints reflect client specifications.
 - Creativity work on Instagram, LinkedIn and other social media platforms.
 - Ensure projects are completed with high quality and on schedule

Type of Employment: On contractual basis

Salary: Rs. 30,000/- per month

Selected candidates must be prepared to work in one or more programmes/activities, depending on the requirements of the institute.

EDII reserves the right to accept or reject any/all application(s) without assigning any reason(s) thereof".

Forward your resume **on or before May 8, 2023** to jobs.weact@ediindia.org indicating your specialization, experience and expertise. Please specify your current organization name along with the details of designation, current salary drawn and expected salary.
