



## Marketing Manager (Pune, India)

The Marketing Manager is responsible for the strategic planning and implementation of marketing strategies and campaigns for products and services of Chemical Abstracts Service (CAS) – a div of the American Chemical Society

### About Company:

ACS International India Pvt Ltd. (ACS-I India) is a wholly-owned subsidiary of ACS International, Ltd USA and a part of the American Chemical Society. ACS-I India represent products and services provided by ACS divisions, including Chemical Abstracts Service (SciFinder®, Formulus® and STN®) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

### Position Responsibilities:

- Develop and implement marketing strategy to support sales goals and objectives. in coordinating with Marketing leadership in the corporate office in USA to promote CAS brand, products and services.
- Work with sales team to run customer retention programs, identify new market opportunities, lead generation and qualification
- Initiates, translates and executes localized marketing projects or campaigns including roadshows, trade exhibitions, conferences, mailers, social media marketing in both physical and virtual situations.
- Analyze sales and activities statistics regularly to find sales trend, effect of campaigns, areas to focus
- Maintains and reports regional market information through the CAS channels and CRM system to enhance the marketing and product development strategy planning functions.
- Attend/present at trade shows, events and conferences
- Monitor and report market and competitive Intelligence and customer feedback on regular basis

### Requirements:

- Post graduate degree in Science (Chemistry, Pharmacy or related) from a reputed University and MBA in marketing.
- Relevant experience of 3-5 years with proven track record
- Self-motivated, proactive and have excellent communication skills in English, good teamwork spirit
- Good understanding and use of HTML, simple Adobe / Photoshop and simple video-editing skills.
- Willing to travel extensively in India on assignments

*To apply for a position, please submit your cover letter and CV to [hrd@acs-i.org](mailto:hrd@acs-i.org).*