

Job Summary-

- This role is responsible for branding Maestro and all marketing activities of organization and projects. This is a corporate role responsible for developing the long term vision of the organization goals and strategy road map.
- Candidate is responsible for Digital marketing, Advertising, Pre-Sales, PR, Corporate communications and Media management.

Key Roles and Responsibilities-

Strategic Focus and actionable-

- Develop an actionable Maestro marketing strategy.
- Direct and oversee the Maestro marketing function to identify and develop new customers for products and services.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Develop the Maestro brand philosophy.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Develop approach/target plans for each segment identified; develop Positioning strategy for each product/segment group
- Assess alignment of new product launches with the Marketing Plans.

Operational Focus-

- Estimate marketing budget based on marketing spend trends, project pipeline and other directives from the senior management.
- Allocate the marketing budget to various product and spend categories
- Participate in the development of new project proposals – provide inputs on product mix, pricing, customer behaviour and real estate trends
- Plan and coordinate public affairs, and communications efforts, to include public relations and Corporate communication
- Supervise the planning and development of Maestro marketing and communications materials.
- Will lead the digital marketing team of the company.
- Represent Maestro at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of exhibits, and promotion programs.
- Define and articulate brand positioning vis-à-vis target customer segment
- Identify the brand trademark architecture, brand look and feel

- Ensure legal protection of trademarks identified
- Develop plans for tracking and monitoring brand performance and value
- Identify and evaluate co-branding opportunities
- Plan public relations activities, identify brand positioning and messaging requirements for planned public relations activities
- Identify, evaluate, select and monitor promotions channels and media partners
- Identify promotional schemes based on marketing strategy and sales plan
- Allocate promotions budget to promotional schemes
- Define and agree on promotions effectiveness through measurement mechanisms
- Calculate the ROI of the promotional schemes and campaigns. Take measures to improve the ROI.
- Develop primary research objectives to understand buying patterns, preferences
- Initiate, track and monitor consumer oriented primary research initiatives
- Implement the research findings in the new marketing campaigns and advertisements
- Monitor the press releases in media and give inputs for the press releases
- Generate leads through exhibitions, advertisements, campaigns and promotions

People Focus-

- Recruit, develop and retain staff, partnering with Human Resources.
- Responsible for managing his/her team by enforcing HR policies and procedures
- Supervise and manage the performance of the team, ensure annual appraisals and informal performance reviews
- Coach, mentor, motivate and supervise project team members / contractors and for successful project delivery
- Identify training needs for the team
- Responsible to counsel and retain the top/ critical talent and keep the attrition rate low

Education and Experience-

- Masters in Business Administration (MBA) with Marketing specialization from reputed university
- Minimum of 10 years of experience with at least 5 years in Real Estate Industry with desired experience of leading a team of at least 10+ members.

Leadership Competencies and Skills-

- Good interpersonal and customer facing skills, able to empathize, maintain professionalism, display patience and politeness within a sometimes pressurized environment
- Strong business orientation and understanding of the company's business Model.
- Good team working skills and ability to work with minimal supervision
- Proven desire to update product knowledge and skill set where required
- A conscientious, flexible and can do working style
- Good oral communication skills. Ability to communicate with both customers and colleagues at all levels of seniority and liaison.
- Ability to work in a fast paced and dynamic business environment.