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*We create a better world by helping companies become great workplaces.*

## ABOUT THE ORGANIZATION

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Great Place To Work® Institute is a global management research and consulting firm dedicated at enabling organizations achieve business objectives by building better workplaces. At Great Place to Work® Institute, we've spent 25 years tracking great workplaces and learning from their successes.

By surveying millions of employees and studying thousands of businesses, we've created a model for building performance based on trust. It's our contribution to a global shift in businesses that is changing the way the world works.

Our data show that building workplace trust is the best investment any company can make, leading to better recruitment, lower turnover, greater innovation, higher productivity, more loyal customers and higher profits.

Our model provides specific, actionable steps to get organizations there. While clients are the ones to lead their organization on this journey, we provide steady guidance from one of our 58 offices around the world.

Companies of all sizes look to us for our assessment tools, trainings, advisory services, conferences and workshops. The world looks to us to identify the best workplaces through our renowned lists produced by our best workplaces study teams. It's all part of our passion to create a better world by helping organisations become great workplaces.

# POSITION: Brand & Marketing Team - Marketing Analyst

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*Location: Mumbai*

<b>Role</b>	Marketing Analyst - Brand & Marketing Team
<b>Description</b>	
<b>Required Experience</b>	
<b>Salary</b>	At par with industry standards
<b>Required Competencies</b>	<ul style="list-style-type: none"> <li>• Excellent Communication Skills &amp; Flair for Writing</li> <li>• Eye for detail</li> <li>• Creative and out-of-the-box thinking</li> <li>• Confident and Positive Attitude with Entrepreneurial Approach</li> <li>• Result Driven and Quality Oriented</li> <li>• Team Player and Self Driven</li> <li>• The candidate will need to be able to work independently</li> </ul>
<b>Role and Responsibilities</b>	<p>Driving marketing operations and new client acquisition through the following:</p> <ul style="list-style-type: none"> <li>• Responsible for lead generation</li> <li>• Manage various lead generation channels such as the Website, E-mail marketing, Newsletter, etc</li> <li>• Curate compelling content ideas</li> <li>• Amplify our digital presence: social media, SEO, etc.</li> <li>• Explore and execute new lead generation opportunities</li> </ul>





## COMPENSATION:

As per industry standards

## WHY SHOULD YOU APPLY?

- You will be joining our mission to help numerous Organizations transform their workplaces and thereby impact industry and society
- You will get the opportunity to learn continuously from the best employers globally
- You will have the opportunity to write articles, address seminars and be known as a thought leader
- You will be a part of a team that passionately believes in and tries to practice the great workplace values of Trust (Credibility, Respect & Fairness), Pride and Camaraderie.

## DIVERSITY POLICY

Great Place to Work® is an equal opportunity employer that encourages women, people with disabilities and those from economically and socially excluded communities with the requisite skills and qualifications to apply for positions.

## CONTACT

Please email your updated resume, along with a cover letter addressing how you meet the above requirements, to [in\\_careers@greatplacetowork.com](mailto:in_careers@greatplacetowork.com) (Subject: Application for Manager – Training and Certification\_Name).

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To read more about us: <https://www.greatplacetowork.in/>

