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

ABOUT THE ORGANIZATION

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: Senior Project Manager - Brand & Marketing

Location: Mumbai

Role	Strategic Communications & Partnerships
Description	
Basic Qualifications	Graduate / Postgraduate
Required Experience	7-9 years
Salary	At par with industry standards
Required Competencies	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Proven experience (in sales/marketing) in achieving volume, organic growth and profit objectives in line with overall business priorities • Strong conceptual abilities complimented with the proven ability to drive ideas to successful execution • Proven ability to link organizational strategic initiatives with brand benefits • Ability to drive multiple strategic initiatives simultaneously • Entrepreneurial experience or experience in a fast-paced environment • Past experience in managing client experience will be helpful for this role • Exceptional team player - does not have turf mindset, can explore synergies/collaborate with other businesses in the organization • Strong values - puts building credibility of the brand above short-term business results
Role and Responsibilities	<ul style="list-style-type: none"> • Responsible for the brand image - beginning with strategic communications, generating/retaining brand interest, onboarding clients across businesses, ensuring requisite client experience standards • Maintaining a deep understanding of the demographics, psychologies, and behavioural drivers of existing and potential customers • Supervise both the brand and marketing functions and continuously leverage the synergies between the two to be able to drive the best outcomes for the organization • Manage teams that will achieve strategic, brand and marketing goals for the organization • Initiate national/global-level brand and strategic initiatives that may be congruent with the brand/organizational vision • Drive the first National Trust Index© - a pioneering study that articulates the current state of workplace culture in India

LOCATION

This is a paid position with a competitive salary, located in Mumbai (currently due to COVID-19 spread, all our people are working from home and may continue to do so for the next few months).

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.

CONTACT

Please email your updated resume, along with a cover letter addressing how you meet the above requirements, to in_careers@greatplacetowork.com (Subject: Application for Manager - Training and Certification_Name).

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.

Please reach out to us: in_careers@greatplacetowork.com

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

