
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: Project Manager - Brand

Location: Mumbai

Role	Project Manager - Brand
Description	
Required Experience	3-5 years
Salary	At par with industry standards
Required Competencies	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Translating brand elements into execution plans and go-to-market strategies • Strong project management and decision-making skills • Experience with and an understanding of market research • Proven ability to create innovative and contextual brand positioning plans (to the organization and/or industry) • Team player - does not have turf mindset, can explore synergies 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"> • Define and manage the brand communication strategy using a variety of media • Lead the execution of brand plans from start to finish, leveraging internal support and driving collaboration • Own the development and messaging of the brand narrative • Constantly stay updated on consumer and market research • Communicate brand vision internally and drive organizational efforts towards the same • Planning and execution of brand communications across all channels, including online and social media • Develop and drive media partnerships, identify scope for further partnerships and associations that may be brand congruent • Collaborate closely with team members/peers focused on research & new products and marketing channels to protect and enhance experience and credibility

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.
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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/>

