Job Role : Marketing & Brand Manager

Employment Type : Fulltime
Location: Hyderabad, Telangana
Experience: 2-3 Years

Company Description

Heritage Finlease Limited is a NBFC company based out of Hyderabad, Telangana , India.
Website : www.heritagefinlease.in

Position Overview

We are looking for a creative, dynamic, and result-oriented **Marketing & Brand Manager** with 2–3 years of experience in retail finance marketing. The candidate will be responsible for strengthening brand presence, driving customer acquisition through effective marketing campaigns, generating quality business leads, and executing digital and offline marketing initiatives.
The ideal candidate should have a good understanding of the retail finance industry, strong marketing capabilities, and the ability to develop and execute result-driven marketing strategies.

Key Roles & Responsibilities

1. Brand Management

- Develop and strengthen the company's brand positioning and visibility.
- Ensure consistent brand communication across all marketing channels.
- Plan and execute brand-building activities and promotional initiatives.
- Manage marketing collaterals, creatives, and brand communication.

2. Lead Generation & Customer Acquisition

- Plan and implement effective lead generation strategies.
- Drive customer acquisition through digital and offline marketing campaigns.
- Monitor lead quality, conversion ratios, and campaign performance.
- Work closely with sales teams to achieve business and lead generation targets.

3. Campaign Planning & Execution

- Conceptualize and execute marketing campaigns for various retail finance products.
- Plan promotional activities, customer engagement initiatives, and regional campaigns.
- Coordinate with internal teams and external agencies for campaign execution.
- Track campaign effectiveness and ensure optimal marketing ROI.

4. Digital Marketing

- Manage digital marketing initiatives across social media and other online platforms.
- Execute social media campaigns, online promotions, and digital lead generation activities.
- Coordinate digital content, creatives, and marketing communication.
- Monitor digital campaign performance and recommend improvements.

5. Marketing Research & Analysis

- Conduct market research to understand customer preferences and market trends.
- Analyze competitor activities and identify new marketing opportunities.
- Evaluate campaign performance and prepare marketing reports.
- Provide insights to support business growth and marketing strategy.

Candidate Profile & Eligibility

- Graduate or postgraduate in Marketing, Business Administration, or a related discipline.
- 2–3 years of relevant experience in marketing, preferably in the **Retail Finance / NBFC industry**.
- Maximum age limit: 28 years.
- Hands-on experience in brand management, lead generation, and campaign planning.
- Good understanding of digital marketing, social media, and marketing analytics.
- Strong communication, coordination, and presentation skills.
- Creative thinking with a result-oriented approach.
- Candidates from Andhra Pradesh and Telangana will be preferred.

Ideal Candidate

A young and energetic marketing professional with a strong understanding of retail finance, a creative mindset, and the ability to drive brand visibility and business growth through effective marketing initiatives.

Application Process

Interested and eligible candidates are requested to share their updated resumes at:

Email : hr@heritagefinlease.in

Ph : 8897621143