

## Job Description

### Brand Specialist

#### About Us

**Wonder Products Group** is India's leading contract manufacturing and private-label solutions provider with expertise in Personal Care, Hair Care, Derma Cosmetics, Pharmaceuticals, Soaps, Detergents, Aerosols, and Veterinary Products. We offer end-to-end services—from R&D formulation and innovative packaging to global logistics and distribution—helping brands bring their vision to life with quality and speed.

#### Why Join Us

At **Wonder Products**, you'll be part of a fast-growing, innovation-driven organization where you can learn across multiple domains, work with industry experts, and contribute to sustainable and impactful solutions. We provide a collaborative environment, strong career growth opportunities, and exposure to global markets.

#### Roles & Responsibilities:

##### **Brand Strategy & Development**

- Act as the brand custodian — ensuring brand consistency, visibility, and relevance across all platforms.
- Develop and implement brand strategies to strengthen positioning and drive brand growth.
- Conduct market research and competitive analysis to identify new opportunities and areas for differentiation.
- Collaborate with cross-functional teams (marketing, design, sales, and product) to ensure a unified brand message.
- Analyse and report on brand performance metrics to support data-driven decision-making.

##### **Content & Communication Management**

- Manage content creation and strategy aligned with short-term and long-term marketing objectives.
- Lead content ideation, editing, and distribution across social media, blogs, email marketing, and SEO channels.

#### **Wonder Products Group of Companies Pvt. Ltd.**

**Office No. 1404–1405, 14th Floor, Plot No. D-9 Gopal Heights, Netaji Subhash Place**

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- Develop and maintain a content calendar for the website and digital platforms.
- Write and edit compelling content, including blogs, press releases, product features, and marketing copy.
- Ensure all communication reflects the brand's voice and connects with diverse audiences.

### **Social Media & Digital Presence**

- Oversee the management of all social media channels — content creation, scheduling, and engagement monitoring.
- Track key performance metrics and stay updated on digital trends to optimize social presence.
- Support lifecycle marketing initiatives by developing targeted messages for various stages of the customer journey.
- Ensure brand storytelling and visual representation remain engaging and consistent across platforms.

### **Collaboration & Coordination**

- Coordinate with external agencies for brand campaigns, creative content, product launches, and media collaborations.
- Work with internal departments to streamline brand messaging and campaign execution.

### **Required Skills & Qualifications:**

- Graduate / MBA in Marketing, Communications, or related field.
- 1–2 years of experience in brand management, digital marketing, or communications.
- Proven experience in handling brand campaigns, product launches, and multi-channel content.
- Excellent written and verbal communication skills with adaptability across audiences.
- Strong organizational and project management skills with attention to detail.
- Hands-on experience in social media management, SEO, and digital content strategy.
- Familiarity with GenAI tools like ChatGPT, Bard, and Mid-journey for creative and content applications.

**Position: Brand Specialist**

**No. of Positions: 2**

**Qualification:** Graduate / MBA

**Working Days:** Monday to Saturday (First Saturday Off)

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