

## **Job Description**

### **Marketing Manager**

#### **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 Development & Strategy**

- Develop and implement effective brand and marketing strategies aligned with business objectives.
- Build and enhance brand identity, positioning, and voice in a competitive beauty market.
- Lead creative direction for campaigns, ensuring consistent and compelling communication.
- Collaborate with product and design teams for product launches, visual identity, and packaging communication.

##### **Digital & Social Media Marketing**

- Drive digital marketing initiatives across social media, influencer collaborations, paid ads, and SEO/SEM.
- Manage the brand's social media presence, ensuring trend-driven, engaging, and visually appealing content.
- Identify and partner with influencers and content creators to enhance online reach and visibility.
- Monitor performance metrics, analyse data, and optimize campaigns for maximum ROI.

##### **Agency Management & Onboarding**

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

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

[www.wonderproductsgroup.com](http://www.wonderproductsgroup.com) | Phone No. 9811226305

- Identify, evaluate, and onboard creative, digital, and PR agencies as per brand requirements.
- Act as the primary liaison between internal teams and external agencies to ensure alignment with brand goals.
- Oversee agency performance, deliverables, timelines, and budgets to ensure campaign effectiveness.
- Negotiate terms, manage contracts, and ensure quality output from all external partnerships.

### **Campaigns & Market Activation**

- Plan and execute 360° marketing campaigns — including digital, retail, PR, and event activations.
- Oversee the end-to-end execution of new product launches, including market research and positioning.
- Work closely with external agencies for creative, digital, and PR deliverables.

### **Team & Cross-functional Collaboration**

- Collaborate with sales, product, and supply chain teams to align marketing activities with business goals.
- Manage timelines, budgets, and vendor relationships efficiently.
- Lead a small, agile marketing team to execute brand and digital campaigns effectively.

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

- **Start-up** Experience and **Beauty Products** Experience will be preferred
- **Graduate / MBA** in Marketing, Brand Management, or Communication.
- **4+ years** of experience in marketing — preferably within the beauty, color cosmetics, or FMCG sector.
- Strong background in **start-up** or **fast-paced environments** with hands-on campaign experience.
- Excellent understanding of digital marketing, influencer marketing, and social media strategy.
- Strong sense of creativity, aesthetics, and trend awareness in beauty and lifestyle markets.
- Exceptional communication, organizational, and leadership skills.
- Analytical mindset with the ability to interpret data and consumer insights.

**Position: Marketing Manager**

**Experience: 4 + years**

**Qualification: Graduate / MBA**

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

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