

ABOUT CYIENT

Cyient is a leading consulting-led, industry-centric, global technology solutions company. We enable our customers to apply technology imaginatively across their value chain to solve problems that matter. It could be anything from a quieter flight to a safer train journey, a more reliable energy supply, or a quicker Internet connection. Our 14,000 associates are located in over 20 countries and support 12 industries, including aerospace, rail transportation, automotive, communications, healthcare, and life sciences. We are committed to designing tomorrow together with our stakeholders and being a culturally inclusive, socially responsible, and environmentally sustainable organization.

Why should you join the Cyient Marketing Team?

- Multi-dimensional growth and excellent career prospects
- No two days are ever the same
- There is no limit to what you can do
- Fun-loving, fast-paced and challenging environment
- Constant innovation and learning

ABOUT THE ROLE

Deal-based Marketing Manager

Reporting into: Global INDUSTRY marketing head

The Deal Based Marketing Manager will be responsible for working with business and account teams to develop clinching themes for large deals, create a marketing strategy, differentiate messaging, and create/identify deal-specific assets. They will also run deal-specific marketing campaigns across channels and measure/track campaign performance to increase the overall deal-win ratio. The success of this role would be measured by the ability to influence and win large deals through strategic initiatives.

Core Responsibilities:

- Create a marketing strategy encompassing the overall deal theme, differentiated messaging, and deal-specific assets, and execute the deal-specific marketing campaigns across channels that will enable Cyient to win large (multi-million) dollar strategic deals
- Collaborate with Industry Marketing, Demand Generation Team, and Marketing Operations partners to ensure programmatic execution of personalized campaigns to targeted accounts and 1:1 Deal-based marketing tactics for the identified set of key accounts
- Measure and report the success of campaigns through standardized reports and dashboards to optimize approach based on real-time analytics and data to improve the deal-win ratio.

- Leverage industry best practices and best-in-class methods to advance and accelerate ongoing programs.
- Keep abreast with the latest trends and developments that impact our industries and adapt our marketing approach to address the emerging trends

Educational Qualification & Experience

- Bachelor's degree in Engineering; MBA in Marketing, Strategy or Business Management preferred
- 7+ years of marketing or product experience in related technology, industry, or manufacturing sector, with demonstrated capability in product, service, or solution commercialization

You will have an edge above the rest if you have the following:

- Strong business acumen and understanding of account-based marketing, deal-based intelligence, and content marketing
- Familiarity with executive bios/profiles, stakeholder mapping, and relationship tracking
- Understanding of how social media can be leveraged for intelligence gathering
- Experience in personalizing content to a specific deal customer
- Strong multi-tasking skills; comfortable working on multiple projects
- Good communication skills, both written (PowerPoint, Word) and verbal English
- ABM certified, a plus

CTC:

11 LPA + based on work experience.

CONTACT:

These requirements are in the **Marketing space** and they are for the **Chief Marketing officer's team**.

Kindly share your updated profiles to Snehithram.Pappu@cyient.com