

Position : Senior Marketing Professional

Job Overview: We are seeking an experienced and strategic Senior Marketing Professional to lead our marketing efforts in the USA Market. This role is crucial in driving brand awareness, product promotion, and market expansion. The ideal candidate should have a strong background in marketing within the food/spice sector, a deep understanding of consumer trends, and the ability to create and execute innovative marketing strategies.

Key Responsibilities:

Market Research and Analysis:

Conduct in-depth market research to identify trends, consumer preferences, and competitive landscape in the spice and food industry.

Analyze market data to develop insights that inform marketing strategies and product development.

Marketing Strategy Development:

Develop and implement comprehensive marketing strategies to increase brand visibility and market share.

Create targeted marketing plans for different product lines and market segments.

Collaborate with cross-functional teams to align marketing strategies with business goals.

Product Marketing:

Work closely with product development teams to bring new products to market.

Develop and execute product launch plans, including pricing strategies, positioning, and promotion.

Monitor product performance and recommend adjustments as needed.

Qualifications:

Bachelor's degree in Marketing, Business, or a related field; MBA is a plus.

10+ years of marketing experience in the spice or food industry or a related field.

Proven track record of developing and executing successful marketing strategies.

Strong analytical skills with the ability to interpret data and make data-driven decisions.

Excellent communication and interpersonal skills.

Proficiency in digital marketing tools and platforms.

Leadership and team management experience.

Creativity and innovation in marketing approach.