

# **📣 Job Opening: MARKETING MANAGER**

We are hiring for the position of Marketing Manager at our Head Office in Sector 48, Gurgaon.

## **About SIS Certifications**

SIS Certifications Pvt. Ltd. is a globally recognized and accredited certification body, operating in more than 50 countries with over 10,000 certified clients. Accredited by IAS (USA) and UAF, we are known for our ethical practices, global compliance expertise, and technical excellence.

We serve a wide range of industries including IT, manufacturing, logistics, education, and government organizations.

## **1. Position Overview**

The Marketing Manager will be responsible for planning, implementing, and monitoring all marketing activities—both online and offline—to drive brand visibility, lead generation, and market penetration for SIS Certifications.

The role requires a strong analytical mindset, strategic planning skills, and the ability to convert ideas into actionable, measurable tasks. The candidate will work closely with the sales team, training division, and other internal departments to ensure alignment of marketing activities with organizational goals.

## 2. Key Responsibilities –

### A. Strategy & Planning

- Develop and execute integrated marketing strategies (online + offline) aligned with SIS Certifications' business objectives.
- Conduct competitor analysis, industry research, and market trend evaluation to identify growth opportunities.
- Prepare monthly, quarterly, and annual marketing plans with clear KPIs targeting lead generation, brand awareness, and ROI.
- Recommend suitable marketing initiatives for each sales team member based on market dynamics and industry positioning.

### B. Execution & Implementation

- Translate ideas and leadership directives into structured tasks and ensure their successful implementation.
- Monitor execution of campaigns across social media, email marketing, SEO/SEM, WhatsApp marketing, webinars, certification ceremonies, and partner activities.
- Coordinate with graphic designers, video editors, content writers, and digital agencies to ensure timely delivery of marketing assets.
- Ensure consistent branding across all online platforms and offline activities like exhibitions, seminars, trade fairs, and corporate events.

## **C. Online Marketing**

- Lead social media strategy across LinkedIn, Instagram, Facebook, YouTube, and emerging channels.
- Implement lead generation campaigns using advertising tools, marketing automation, and AI-driven platforms.
- Improve website visibility through SEO, structured content, and performance monitoring.
- Track analytics on reach, engagement, conversion, and lead quality; optimise campaigns accordingly.

## **D. Offline Marketing**

- Plan and execute participation in trade fairs, exhibitions, seminars, and corporate workshops.
- Develop physical marketing assets such as brochures, banners, certification ceremony layouts, posters, and event communication.
- Support the sales team with targeted marketing collaterals, association partnerships, and networking initiatives.

## **E. Coordination & Process Management**

- Work closely with sales leadership to ensure marketing strategies support inbound and outbound lead targets.
- Create task lists, workflows, and reporting systems for all marketing and sales team members.
- Review team performance and provide actionable insights for improvement.
- Report weekly and monthly marketing performance to

senior management with data-driven recommendations.

## **F. Innovation & Continuous Improvement**

- Identify new opportunities for brand positioning, new audience segments, and strategic alliances.
- Introduce tools, AI solutions, and automation to enhance marketing efficiency.
- Ensure all marketing activities align with SIS brand standards, quality, global outreach plan, and accreditation image.

## **3. Required Skills & Competencies**

- Strong understanding of digital marketing, analytics, SEO/SEM, social media management, email/WhatsApp automation.
- Ability to think strategically and convert ideas into practical, actionable plans.
- Excellent communication, leadership, and project management skills.
- High proficiency in using AI-driven tools, CRM insights, and marketing dashboards.
- Creative mindset with strong knowledge of designing, advertisements, and brand communication.
- Experience in B2B marketing (preferably in consulting, ISO certifications, training, or service industries).
- Strong analytical skills to interpret data and prepare reports.
- Ability to work under pressure and handle multiple projects simultaneously.

#### 4. Qualifications

- Bachelor's or Master's degree in Marketing, Business Administration, or related field.
- Minimum 5–8 years of experience in marketing, preferably in B2B or service-based industries.
- Proven experience in managing marketing teams and executing both online and offline campaigns.

#### 5. Key Performance Indicators (KPIs)

- Lead generation (online + offline).
- Growth in website traffic and social media engagement.
- Successful implementation of planned activities within timelines.
- Support to sales teams resulting in improved conversion rates.
- ROI on marketing campaigns.
- Brand awareness and visibility.

📍 Location: SIS Certifications Pvt. Ltd., Sector 48, Gurgaon  
(Head Office)

If you or someone you know fits this profile, please reach out or share the resume with us.

📞 Contact: +91 93152 05175

✉ Email: [training1@siscertifications.com](mailto:training1@siscertifications.com) |  
[hr@siscertifications.com](mailto:hr@siscertifications.com)

Remuneration- 6 lakhs to 7 lakhs per annum