



**Job Title:** Assistant Manager – Marketing  
**Location City:** Gurgaon (New Delhi National Capital Region)  
**Industry:** Research, Consulting and Advisory Services  
**Company:** Everest Group

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### **Company Description**

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

### **Job overview**

Join a seasoned, collaborative Marketing team, as it positions itself to support the firm's research business unit achieve continued rapid growth. As a key member of the team, you'll assist in creating brand awareness and generating marketing qualified leads for research membership and custom offerings.

### **Key responsibilities**

Support the development and execute an integrated mix of Marketing Communications activities including:

- Post blogs on firm's platform and external blog platforms
- Post events and webinars on firm's website
- Update website's homepage content
- Assist in the implementation of the firm's robust social media plan
- Assist in compiling Marketing analytics on a quarterly basis
- Copy edit and proofread a range of Marketing materials (blog postings, survey text, press releases, website content, emails, webinar presentations, and more)
- Execute email Marketing campaigns
- Assist in developing content for email campaigns and digital newsletters
- Assist in SEO and SEM
- Work with the visual arts team in the development of graphics, collateral design, for Marketing materials

### **Skills and Activities**

- Motivated by an entrepreneurial-like atmosphere, where you can make significant contributions
- Enjoy working with smart people across the globe, including extended marketing team members, analysts, consultants, industry partners, and senior executives

- Possess a high degree of intellectual curiosity
- Passionate about Marketing, including learning emerging approaches and tools
- Excellent project management skills and ability to work on multiple projects simultaneously
- Ability to prioritize activities with direction

### **Education and Experience**

We are seeking a high calibre individual to maintain our exceptional standards. This person should have:

- Marketing automation software experience desired (Marketo)
- Website content management platform experience desired (Wordpress)
- Degree in Communications/Journalism
- 5 – 7 years work experience in a professional services environment
- B2B marketing experience preferred
- Strong writing and editing ability required