

## Job Description – Executive

Job ID : YM-021-04-26  
Designation : Executive  
Role : Marketing  
Department : Keyboard Marketing  
Location : Gurugram

### Job Summary:

We are looking for a dynamic Product Marketing Person who have experience in product marketing and digital promotions. The ideal candidate should have hands on experience in online promotion, content creation, and social media marketing.

### Key Responsibilities:

- Plan and execute product marketing strategies to promote products effectively
- Manage and drive online promotions through social media networks (SNS)
- Create engaging content for digital platforms including social media, websites, and campaigns
- Collaborate with internal teams to align marketing strategies with business goals
- Stay updated with market trends and competitor activities

### Required Skills & Qualifications:

- Proven experience in product marketing
- Hands on experience in social media promotion (SNS platforms)
- Strong content creation and communication skills
- Basic understanding of digital marketing tools and platforms
- Creative thinking and ability to generate engaging content

### Preferred Skills:

- Knowledge or interest in musical instruments

**Experience:** Minimum 2 to 5 Years of Experience.

**Qualification:** Any Graduate

### How to Apply

Please send your resume/CV to [hadmin-smb@music.yamaha.com](mailto:hadmin-smb@music.yamaha.com) and must mention the Job ID given above, in the subject line and share the following details: -

- Current CTC
- Notice Period
- Location Applied For

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