

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

INDUSTRY Marketing Manager

Reporting into: Global INDUSTRY Marketing Head

The Marketing Manager is critical to the evolution of Cyient's marketing organization, focusing on implementing BU-specific (industry vertical) or Services-specific (horizontal or cross-industry capability or solution areas) marketing initiatives. Marketing managers liaise with industry or service line colleagues for pipeline creation, ad conversion, and customer engagement. This global role will be a pivotal change agent and help establish marketing as a catalyst to drive market adoption and accelerate growth. We are looking for someone who can support the commercialization strategy, creating and executing integrated marketing programs that drive relevance, create access, and capture value across multiple service lines and industries. The ideal candidate will bring inspirational and energized leadership, an ambitious spirit, and best-in-class marketing practices.

Core Responsibilities:

- Lead the design and execution of service line and solutions marketing strategies and programs aimed at delivering impact across the sales funnel, from pipeline creation to conversion
- Develop the positioning framework for a product, platform, or software-based service lines across industries
- Collaborate with business line, service and solution, marketing, and sales teams to understand our existing customer base, buyer journeys, the value proposition, competitive environment, and service or solution differentiation to target customers and prospects

- Leverage market research and competitive analysis to understand industry trends and competitive positioning in order to develop marketing strategies and programs
- Create and launch content-led thought leadership programs to create brand awareness and demand generation
- Utilize analytics to enhance customer segmentation and establish metrics to evaluate and track existing and new programs
- Contribute and provide insight into initiatives and programs led and executed by other teams (e.g., key account planning and analyst engagement)

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 and content marketing
- Proven ability to write thought leadership pieces, blog posts, internal communications, and enablement
- Strong multi-tasking skills; comfortable working on multiple projects
- Collaborative and able to manage internal and external relationships and execute programs effectively across functions and geographies
- Research and assessment capabilities of competitive positioning
- Good communication skills, both written (PowerPoint, Word) and verbal English
- Ability to work in a fast pace environment and willingness to do both strategic and tactical tasks, travel as required to engage with business partners or customers
- 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