

# Job Description – Executive/ Sr. Executive

Job ID : YM-004-03-25  
Title : Executive/ Sr. Executive – Marketing  
Product Category : Drums  
Department : MI Marketing  
Location : Bengaluru  
No. of Position : 01

## Job Description: -

### **In charge of Drums product marketing and brand activities**

1. Lead marketing and branding activities of Drums products to make Yamaha brand stronger.
2. Keep improving existing activities with PDCA (Plan Do Check Act) cycle and bring new and own ideas to the industry.

### **Planning and implementation through deep analysis**

1. Analyse market, customers, products from both quantitative and qualitative point of view.
2. Implement strategies with involving related members with strong initiative.

### **Coordination with MI Sales Department and other internal / external stakeholders**

1. Closely coordinate with MI Sales Department members and Institutional Business members.
2. Communicate with external stakeholders, ex. dealers, customers, artists, etc.

## Experience: -

- Minimum of 4 years of relevant experience.
- Proficiency in playing drums or demonstrable technical knowledge of the drum (musical instrument).

## Education: - Any Graduate

## How to Apply:

Please send your resume/CV to [hradmin-smb@music.yamaha.com](mailto:hradmin-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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