

# 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 [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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