

**Job ID** : YM-004-03-25  
**Title** : **Executive/ Sr. Executive – Marketing**  
**Product Category** : Drums  
**Department** : MI Marketing  
**Location:** : Bengaluru

**Job Description: -**

1. In charge of Drums product marketing and brand activities
  - Lead marketing and branding activities of Drums products to make Yamaha brand stronger.
  - Keep improving existing activities with PDCA (Plan Do Check Act) cycle and bring new and own ideas to the industry.
2. Planning and implementation through deep analysis.
  - Analyse market, customers, products from both quantitative and qualitative point of view.
  - Implement strategies with involving related members with strong initiative.
3. Coordination with MI Sales Department and other internal / external stakeholders
  - Closely coordinate with MI Sales Department members and Institutional Business members.
  - Communicate with external stakeholders, ex. dealers, customers, artists, etc.

**Experience: -**

- Minimum 4 to Maximum 12 Years of Experience with a minimum of 2 to 8+ years of relevant experience.
- Playing or have basic knowledge of any of the musical Instrument (Drums Preferred), Music Industry is mandatory.

**Education: -**

- Any Post 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