

Job ID : YM-002-03-25
Title : **Executive/ Sr. Executive – Marketing**
Product Category : Portable Keyboard
Department : MI Marketing
Location: : Gurugram, Bengaluru, Chennai, Mumbai

Job Description: -

Key Area of Work: -

1. In charge of Portable Keyboard product marketing and brand activities
 - Lead marketing and branding activities of PK 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 (Keyboard Preferred), Music Industry is mandatory.

Education: -

- Any Post Graduate

How to Apply:

Please send your resume/CV to 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