



<https://internsschool.online/job/asian-paints-summer-internship-program-for-students/>

Asian Paints Summer Internship Program For Students

Description

Asian Paints, a leading multinational paint and coatings company, is seeking a highly motivated and strategic Marketing Manager to join our dynamic team. As a Marketing Manager at Asian Paints, you will play a pivotal role in driving our brand's growth and market presence. You will be responsible for developing and executing innovative marketing strategies that resonate with our diverse customer base and contribute to the company's overall success.

Responsibilities

- Develop and implement comprehensive marketing plans to achieve business objectives and revenue targets.
- Conduct market research to identify trends, customer preferences, and competitive positioning.
- Create and manage integrated marketing campaigns across various channels, including digital, print, and social media.
- Collaborate with cross-functional teams to launch new products and promotions.
- Analyze and report on marketing campaign performance, providing insights and recommendations for continuous improvement.
- Manage a team of marketing professionals, providing leadership and guidance.
- Build and nurture strong relationships with key stakeholders, including agencies, partners, and customers.
- Ensure brand consistency and adherence to company values in all marketing efforts.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field (Master's degree preferred).
- Proven experience in marketing management, with at least 5 years in a leadership role.
- Strong understanding of marketing principles, strategies, and best practices.
- Excellent communication and interpersonal skills.
- Ability to think creatively and strategically.
- Proficiency in data analysis and reporting tools.
- Demonstrated leadership and team management skills.

Experience

- Minimum of 5 years of experience in marketing, with a track record of success in developing and executing marketing strategies.
- Experience in the paint and coatings industry or related fields is a plus.
- Proven experience managing and leading marketing teams.

Hiring organization

Asian Paints

Employment Type

Intern

Duration of employment

6 months

Industry

chemicals

Job Location

Mumbai, Maharashtra, India,
400001, Mumbai, Maharashtra,
India

Working Hours

8

Base Salary

10

Date posted

June 9, 2025

Valid through

18.09.2027

Skills

- Strategic thinking and planning.
- Strong analytical and problem-solving abilities.
- Excellent communication and presentation skills.
- Leadership and team management.
- Proficiency in marketing software and tools.
- Creative thinking and innovation.
- Ability to work collaboratively and cross-functionally.

Job Benefits

- Competitive salary and performance-based bonuses.
- Comprehensive health and wellness benefits.
- Opportunities for professional development and career growth.
- A vibrant and inclusive work environment.
- Employee discounts on Asian Paints products.
- Employee engagement activities and events.

Contacts

Interested candidates are encouraged to submit their resumes along with a cover letter detailing their relevant experience and qualifications to the HR department at Asian Paints:

Email: hr@asianpaints.com

Please include "Marketing Manager Application" in the subject line of your email. We look forward to welcoming talented individuals to our team and helping them grow their careers at Asian Paints.