



<https://internsschool.online/job/hero-motocorp-paid-internship-summer-program-for-undergraduates/>

Hero MotoCorp Paid Internship Summer Program For Undergraduates

Description

As a Marketing Manager at Hero MotoCorp, you will play a pivotal role in driving the marketing strategy and initiatives for one of the world's largest two-wheeler manufacturers. You will be responsible for developing and executing marketing campaigns, fostering brand growth, and ensuring Hero MotoCorp's continued success in the dynamic automotive industry.

Responsibilities

- Develop and execute comprehensive marketing strategies to enhance brand awareness and drive sales growth.
- Collaborate with cross-functional teams to create and implement innovative marketing campaigns, including advertising, digital marketing, and social media initiatives.
- Analyze market trends, consumer behavior, and competitor activities to identify opportunities and threats.
- Manage the marketing budget effectively and ensure a high return on investment.
- Lead a team of marketing professionals, providing guidance, mentorship, and support.
- Monitor and report on key performance indicators (KPIs) to assess campaign effectiveness.
- Develop and maintain relationships with advertising agencies, media partners, and vendors.
- Ensure brand consistency and compliance with company guidelines across all marketing channels.

Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field (Master's degree preferred).
- Minimum of 5 years of marketing experience, with at least 2 years in a managerial role.
- Proven track record of successfully developing and executing marketing strategies.
- Strong analytical and problem-solving skills.
- Excellent leadership and team management abilities.
- Exceptional communication and interpersonal skills.
- In-depth knowledge of the automotive industry is a plus.

Experience

- Marketing: 5+ years
- Managerial: 2+ years

Skills

Hiring organization

Hero MotoCorp

Employment Type

Intern

Duration of employment

6 months

Industry

Automotive

Job Location

New Delhi, India, 110001, New Delhi, India

Working Hours

8

Base Salary

10

Date posted

June 23, 2025

Valid through

18.09.2027

- Strategic thinking
- Marketing campaign development
- Budget management
- Team leadership
- Market research and analysis
- Digital marketing proficiency
- Strong communication and presentation skills

Job Benefits

- Competitive salary and performance-based bonuses
- Health and wellness benefits, including medical, dental, and vision coverage
- Retirement savings plan
- Employee development and training programs
- Opportunities for career advancement
- Employee discounts on Hero MotoCorp products
- Dynamic and inclusive work environment
- Employee recognition and rewards program

Contacts

For inquiries or to apply for this position, please send your resume and a cover letter to:

Email: eshop.support@heromotocorp.com

Phone: +9717785190

Hero MotoCorp is an equal opportunity employer committed to diversity and inclusion. We encourage qualified candidates of all backgrounds to apply.

Please note that the contact information provided is fictitious and should be replaced with the actual contact details of the HR manager or department at Hero MotoCorp.