

<https://internsschool.online/job/hindustan-unilever-summer-internship-program-for-recent-graduates/>

Hindustan Unilever Summer Internship Program For Recent graduates

Description

Hindustan Unilever Limited, one of India's leading consumer goods companies, is seeking a dynamic and innovative Brand Manager to join our marketing team. As a Brand Manager, you will play a pivotal role in developing and executing marketing strategies to drive brand growth and market share. You will have the opportunity to work on some of India's most iconic brands and shape their success in the market.

Responsibilities

- Develop and implement comprehensive brand strategies to achieve business objectives, including brand awareness, market share, and revenue targets.
- Conduct market research to identify consumer trends, insights, and competitive landscape.
- Create and execute marketing campaigns, including advertising, promotions, and digital marketing initiatives.
- Collaborate with cross-functional teams, including product development, sales, and supply chain, to ensure seamless execution of marketing plans.
- Monitor and analyze brand performance metrics and adjust strategies as needed.
- Manage marketing budgets effectively to maximize ROI.
- Build and maintain strong relationships with external agencies, vendors, and partners.
- Stay up-to-date with industry trends and best practices to drive innovation.

Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field (MBA preferred).
- Minimum of 5 years of experience in brand management or marketing roles, preferably in the consumer goods industry.
- Strong analytical and strategic thinking skills.
- Excellent communication and presentation skills.
- Proven ability to lead cross-functional teams and drive results.
- Creative and innovative mindset.
- Proficiency in data analysis and market research tools.
- Familiarity with the Indian consumer goods market is a plus.

Experience

- 5+ years of experience in brand management or marketing roles.
- Demonstrated success in developing and executing marketing strategies.
- Experience in managing marketing budgets and achieving ROI targets.
- Cross-functional collaboration experience.

Skills

Hiring organization

Hindustan Unilever

Employment Type

Intern

Duration of employment

6 months

Industry

Consumer Goods

Job Location

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

Working Hours

8

Base Salary

10

Date posted

June 13, 2025

Valid through

20.09.2027

- Strategic thinking and planning.
- Market research and data analysis.
- Brand development and management.
- Advertising and promotion campaign execution.
- Strong communication and interpersonal skills.
- Budget management.
- Creative problem-solving.
- Team leadership.

Job Benefits

- Competitive salary and performance-based bonuses.
- Health and wellness programs.
- Career development and growth opportunities.
- Access to world-class training and development resources.
- Employee discounts on company products.
- Collaborative and inclusive work environment.
- Work-life balance initiatives.
- Employee assistance programs.
- Social responsibility initiatives.

Contacts

Interested candidates are invited to submit their resumes and cover letters to careers@hindustanunilever.com with the subject line "Brand Manager Application." For more information about our company, please visit our website: www.hul.co.in.

Hindustan Unilever Limited is an equal opportunity employer. We encourage candidates from diverse backgrounds to apply.