



## Job description

### **Attention Marketing Maestros!**

Are you a Marketing and Communications maven with 5-6 years of experience? Do you dream in hashtags and live for the thrill of creating viral campaigns? Xolopak is calling your name!

Xolopak is a pioneering force in sustainable packaging in India that is dedicated to providing eco-friendly solutions to reduce environmental impact. We're a tight-knit team of enthusiastic people crafting sustainable packaging solutions that are as kind to the planet as they are stylish.

### **Your Daily Adventure**

- Creating social media campaigns that make our competitors go green with envy (pun intended!) whilst growing relevant followers and generating enquiries/sales
- Crafting witty and engaging content for our social media platforms that drives engagement, because boring is not in our books
- Designing compelling newsletters, email and internal communications assets that engages our employees and projects us as a GPTW for
- Facilitating and promoting strategic partnerships and alliances that grows our brand
- Promoting the events that we participate in to drive more enquiries/footfalls
- Analyzing marketing data to unearth insights and trends. Using your findings to fine-tune our marketing strategies to meet business goals and targets.
- Collaborating with cross-functional teams to create eye-catching marketing assets including brochures, product catalogue etc. that make our products pop
- Assist in designing compelling Sales, leadership and investor presentations
- Co-ordinate with agency to keep our website in top shape and up-to-date
- Keeping up with the latest marketing trends and technologies – you're always one step ahead of the curve
- Knowledge of media and experience in PR is a bonus

### **Why Join Us**

- **Fast Learning:** Here, you'll learn more in a week than most do in a year. Our fast-paced environment keeps you on your toes and your skills sharp.
- **Growth Opportunities:** We're all about nurturing talent. Grow with us.
- **Be Part of Something Bigger:** We're dedicated to a sustainable future for our planet and all its inhabitants. Join our planet-passionate family and be part of our Sustainably Yours movement.

### **What we're looking for:**

- Master's degree in Marketing or a related field
- 5-6 years of marketing experience (but if you've got the skills, we're all ears!)
- A knack for thinking outside the box and a love for all things creative
- Bonus points if you've got a passion for sustainability – we're all about saving the planet, one package at a time!