



Marketing Associate – Intern/Part-time Job Description

Preferred Location(s): Maharashtra (Mumbai, Pune, Nasik Nagpur), Gujarat (Ahmedabad, Vapi, Surat, Gandhidham), Chhattisgarh (Raipur), Madhya Pradesh (Indore, Bhopal), Rajasthan (Bhiwandi, Jaipur), West Bengal (Kolkata)

Company Background

For ages, the trucking industry has been facing a lot of operational blockages and issues that are restricting the growth of truck owners, drivers, and hence shippers. Driver shortage, poor infrastructure, the safety of drivers and trucks, improper implementation of technology solutions, fluctuating operational costs collectively make it nearly impossible for small and medium transportation companies to survive and grow.

Egaltrans is a data-driven technology company building next-generation logistics solutions to enable exponential growth for all stakeholders in the logistics industry. Egaltrans was founded with a simple yet zealous purpose: “To enable respectable growth for truckers, while on a journey to eliminate wrong stereotypes and social perceptions haunting them.”

Read more: <https://egaltrans.com/about-us/>

Job Summary

We are looking for a marketing associate who will help us plan and execute marketing and advertising activities, both digital (Monday-Thursday) and on-field (Friday & Saturday). Phone and petrol allowances will be provided. You'll work along with other team members to progress towards mutually identified goals of brand development and marketing. The ideal candidate for this role would have decent hold on using tools such as Microsoft excel, google sheets, google forms, and should be able to handle social media accounts (Facebook/Instagram).

Responsibilities

- Conduct market research and support the executive team in identifying channels for user acquisition and helping acquire users through various digital and on-field marketing activities for Egaltrans' products/services.
- Helping run social media accounts and post regular updates on relevant WhatsApp and Facebook groups.
- Constantly monitor the performance of every platform and deliver results based on our mutual goals.

Requirements

- Bachelor's degree or Undergraduates in marketing, business, or related fields preferred.
- Good communication (English and Hindi, any other local languages would be a bonus skill)
- Excellent people skills and open to collaboration, be able to make an impact on others

Not interested in this role, but maybe some other role?

Don't worry, just send your profile, or resume to careers@egaltrans.com and somebody from our team will be connecting with you shortly. Oh yes, don't forget to write a little about yourselves and what excites you to join us.
