

COMPANY

Crossdomain Solutions Pvt. Ltd. is a Business Process Management Services company established in 2000. The company founded by professionals drawn from different industry sectors, has relentlessly focused on knowledge intense processes and has successfully pursued excellence in delivering services. The company thrives on Business Excellence and leverages models such as Six Sigma and Kaizen along with IT, to continually enhance value to customers.

The service offerings of Crossdomain include Knowledge Services Outsourcing in Insurance, Healthcare, HR and Accounting domains. The company also offers Business Excellence, Market Research & Data Analytics and IT Services. Crossdomain caters to US, UK and Indian markets. Headquartered in Bangalore, Crossdomain has Sales offices in New York, London, Mumbai, Delhi, Chennai, a Center of Excellence and 2 processing center located in Bangalore and 2 satellite services delivery center in Shimoga and Vellore.

PeopleWorks – A Division of Crossdomain Solutions Pvt. Ltd.

In a world where technology changes at the blink of an eye, the expectations of modern workforce have evolved profoundly. Gone are the days when HR would function with a minimal count of executives, managing discrete processes. With a plethora of solutions catering the market today, Crossdomain felt the need to address the ever growing demand for an offering that would be comprehensive and integrated, spanning across the life-cycle of an employee. This resulted in PeopleWorks.

PeopleWorks is much more than just traditional HR management software. It is a complete cloud based Human Capital Management software that streamlines HR processes through automation. With its dynamic features and innovative technology, PeopleWorks will help assist businesses to step up to the myriad challenges poised in today's business. The time and effort save through enhanced efficiency, reduction in administrative overheads and elimination of redundancy are just some of the benefits one gets by adopting PeopleWorks. It is scalable, fully integrated, secure and on cloud.

Features like Reports at a Click, Surveys and Leave Management in this unique cloud based solution allows one to make decisions quicker, but also transforms HR into an enabler for innovation. PeopleWorks' fully customizable and scalable cloud based model can be seamlessly integrated with any existing HR platform, while improving efficiency and competitiveness. This highly secure, cloud-based solution eliminates the need for one time or recurring investment on the solution and is offered on a pay-per-use terms at attractive monthly rates.

Specialties:

Human Resource Management, Employee Life Cycle Management, Leave Management, Payroll Management, Human Resource Information System

For more information on Crossdomain Solutions Pvt. Ltd. and PeopleWorks, please visit www.cross-domain.com and www.peopleworks.in respectively.

You can also visit <http://www.linkedin.com/company/2869975?trk=tyah> and view PeopleWorks company page on LinkedIn.

Designation

Senior Executive – Marketing

Job Brief

If you live and breathe marketing & brand management, we want to talk to you. We are looking for someone who can enhance the overall brand image of PeopleWorks by driving the brand awareness programs. This is National Level Role and the individual will be a critical member of marketing team to drive Offline Campaigns, Events, PR activities, Content Writing, engaging with internal stakeholders and external agencies.

Responsibilities

Events :

- Conceptualize, Plan and execute business line events (in conjunction with event partners) – Internal & External
- Brainstrom new and creative ideas for engaging with customers during BTL activities
- Market Research for events and prepare events calendar
- Follow up with sales team on event leads
- Create, maintain list of event and should come up with suggestion
- Build relationship with various event organizers & media houses

Public Relation

- Develop and implement a comprehensive public relations strategy
- Measure and assess the effectiveness of ISLI’s public relations strategy
- Media Relations

Content Writing

- Research, write and edit copy for marketing communications including but not limited to print and online articles, newsletters, videos, webinars, infographics, white papers, case studies, blog posts, etc.
- Collaborate with design, digital, search and other teams to develop compelling, often unexpected, content plans

Other Responsibilities (but not limited to...)

- Effectively manage outside resources and vendors for creative services, printing, production, merchandise etc for cost, quality and timelines.
- Develops professional Sales collaterals and presentation to support Sales.
- Provide monthly and quarterly metrics and analytics regarding campaign effectiveness

Requirements

/ Experience	<ul style="list-style-type: none"> • Minimum 3-5 years of experience in role of marketing communication handling 360 degree marketing responsibilities. • Should have experience of managing events, seminars, conference, etc. • Should have experience of writing content • Should have understanding of creating various marketing assets • Strong written communications skills-Very important • Knowledge of Salesforce.com is preferred • Highly motivated and organized individual • Good communication and presentation skills. <p>This role will report to Marketing Manager – heading the marketing function for PeopleWorks</p>
Role	Senior Executive – Marketing
Functional Area	Marketing
Education	BBM/B.Sc/MBA or equivalent
Location	Bengaluru
Contact	<p>PeopleWorks 1st Floor, STC Trade Centre, 7/A, Nandini Layout BANGALURU, Karnataka, India 560096</p> <p>Ph. 080 – 2301 6500</p>
Website	http://www.peopleworks.in