

Marketing executive (fresher)

Company: [Company name]

Location: [Location] | Work mode: [Work mode]

Employment type: Full-time | CTC: [CTC for the full-time role]

Joining: [Joining date] | Apply by: [Apply by]

About [Company name]

[About your company]

About the role

[Company name] is hiring a marketing executive for the [Team] team. You will help plan and run campaigns across online and offline channels: coordinating events and campus or field activations, getting brochures and displays made with our printers and agencies, supplying material to sales teams and partners, and bringing back what the market tells us. You will work closely with sales and design. You will learn how a marketing plan turns into work on the ground.

What you will do

- Coordinate events, college or campus activations, exhibitions and webinars, including the venue, material, staffing, schedule and a day-of checklist.
- Brief designers and printers for brochures, standees, banners and gift items, check proofs against the brand guidelines and track delivery dates.
- Keep a stock record of marketing material and send it to sales teams, branches, dealers or partners when they ask for it.
- Collect vendor quotations, compare scope, quality, delivery dates and payment terms, send the comparison to your manager for approval before any commitment, and track bills against the approved budget.
- Visit stores, branches or campuses when asked, photograph displays and report what customers ask or compare.
- Study competitors' offers, communication and activations, and write a short monthly note on what you found.
- Share dates, offers and approvals with whoever runs the digital channels, so that online and offline messages match.
- Prepare presentations, product sheets and draft emails for your manager to review.
- Sort the leads captured at an event, hand them to sales with the source noted and track which ones are followed up.
- Maintain the marketing calendar and campaign tracker with dates, owners, budgets and status.

What we are looking for

- Organised enough to manage several vendor deadlines at once with a checklist and a calendar.
- Writes clear briefs and emails to vendors, designers and colleagues.
- Comfortable dealing with people outside the company, such as printers, college officials and store staff, and following up politely when they are slow.
- Working knowledge of presentation software and spreadsheets for comparing quotations and tracking budgets.
- Basic grasp of audience, offer and positioning, and can explain how a recent campaign worked.
- Willing to travel locally and work at event times, including weekends when the post says so.

- Keeps bills, approvals and records in order.

Good to have

- Experience organising a college fest, club event or ambassador programme.
- An internship in a marketing or brand team, or with an agency.
- Basic design skills in Canva or PowerPoint for simple creatives.
- A regional language used in the markets you work in.
- Familiarity with a lead-tracking sheet or a CRM.

Who can apply

BBA, BMS, B.Com and MBA (marketing) freshers are the usual fit, and graduates in mass communication, English or any stream do well when they have event, campus or brand work to show. Choose on practical experience over stream.

How to apply

Apply through this job post by [\[Apply by\]](#). Shortlisted candidates will hear from us about the next steps.

Marketing executive intern

Company: [Company name]

Location: [Location] | Work mode: [Work mode]

Employment type: Internship | Duration: [Internship duration] | Stipend: [Stipend for the internship]

Joining: [Joining date] | Apply by: [Apply by]

About [Company name]

[About your company]

About the role

[Company name] is looking for a marketing intern to support our campaigns and events. You will help prepare events, collect vendor quotations, update the campaign calendar, research competitors and draft presentations for review. You will see how a campaign is planned, approved and delivered. This suits a student who enjoys organising and wants to see marketing beyond social media.

What you will do

- Help prepare event checklists and confirm items with vendors before each event.
- Collect vendor quotations and compare them in a sheet for your manager.
- Track delivery of printed material and report delays the same day.
- Research competitors' campaigns and activations and summarise them in a short note.
- Keep the campaign calendar current.
- Collect feedback forms after events and enter the responses in a sheet.
- Draft presentations and emails for review.

What we are looking for

- A student in any stream; BBA, BMS and mass communication students are a common fit.
- Organised, with a habit of making lists and checking them.
- Comfortable calling vendors and writing polite emails.
- Basic spreadsheet and presentation skills.
- Free on event days and for the hours the post asks for.

Who can apply

BBA, BMS, B.Com and MBA (marketing) freshers are the usual fit, and graduates in mass communication, English or any stream do well when they have event, campus or brand work to show. Choose on practical experience over stream.

How to apply

Apply through this job post by [Apply by]. Shortlisted candidates will hear from us about the next steps.

Screening questions to add to your job post

1. **Describe how you would organise a small college event, from the checklist to the day itself. A made-up example is fine if you have not run one.** Look for sensible sequencing, clear responsibilities, checks with vendors and a plan for delays, without requiring earlier event experience.
2. **Brochures are needed for a college fair on Saturday and the printer now says they will arrive on Monday. What do you do?** Look for telling the manager early, asking other printers and checking a partial or digital alternative, instead of waiting and hoping.
3. **You have three printers' quotations. What do you compare besides the lowest price?** Tests judgement on quality, turnaround, samples and payment terms, which are part of everyday vendor work.
4. **Pick a brand whose marketing you admire. What does it do well offline as well as online?** Shows awareness beyond social media, which is the usual gap in fresher applications for a generalist role.
5. **What would you ask the sales team before planning a campaign for a new product?** Good answers ask who buys, what objections come up and what material salespeople need, which links marketing to sales.
6. **Which of these have you used, and for what: spreadsheets for budgets, presentation software, a design tool?** Shows practical tool use. Ask for one example file or screenshot.
7. **Are you comfortable with event-day work, including some weekends, and with local travel?** Settles the schedule before the offer, since events do not move to suit the team.