# **Designation:**

**Marketing Manager**

# **Company Profile**

Asset Vantage was founded in 2011 by a family office and technology group as a next-generation, SaaS technology-based asset management, accounting, and reporting system catering to the highly demanding needs of customers ranging from individual wealth holders to fully staffed family offices and those professionals that serve them. ***Our vision is to empower families and their trusted advisors to make better investment decisions with a complete picture of their wealth.***

Our fully configurable family office software platform provides financial data aggregation across all asset types, an integrated general ledger for accounting/reconciliation and comprehensive portfolio reporting/analytics across all asset classes, currencies, advisors, and geographies.
***We are the one-stop software solution to help family offices run like a business.***

More than 300+ of the world’s wealthiest families, representing combined assets of over USD 300 Billion in value, use our platform to automate their operations to drive better financial outcomes. We serve them through single-family offices, multi-family offices, CPA firms, trusts and financial institutions. ***AV has the distinction of being the only platform that’s truly global serving users across the Americas, UK, Middle East, Asia, and Oceania.***

AV’s best-in-class technology, combined with its premium managed services, offers an unparalleled and highly configurable solution at a fully transparent and competitive price point. ***The holy grail of value that family offices have always been searching for is now here.***

For more information, visit [www.assetvantage.com](http://www.assetvantage.com)

# **Job Roles & Responsibilities:**

We are seeking a highly skilled and experienced Marketing Manager to join our team. The ideal candidate will have 4-8 years of experience in the marketing department, with a proven track record of successfully managing marketing campaigns, events and strategies. The Marketing Manager will be responsible for overseeing all marketing activities, developing and implementing marketing plans, and driving brand awareness and customer engagement.

* Develop and implement marketing strategies to drive brand awareness and customer engagement
* Oversee all marketing activities, including advertising, promotions, and social media campaigns. This includes coordination with external agencies.
* Analyze market trends and competitor activity to identify opportunities for growth
* Collaborate with cross-functional teams to ensure marketing initiatives are aligned with overall business objectives
* Monitor and report on the effectiveness of marketing campaigns and strategies
* Manage a team of marketing professionals, providing guidance and support as needed
* Stay up to date on industry trends and best practices to ensure the company remains competitive in the market. Our target market is a niche audience of UHNW Families, Multi Family Offices and Wealth Management Institutions.
* Experienced in implementing secure development methodologies, ensuring robust protection of sensitive data and systems integrity.

# **Technical Skills:**

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# **Qualifications:**

- Bachelor's / Post Graduate degree in Marketing, Business, or related field

- 4-8 years of experience in a marketing role, with at least 2 years in a managerial position

- Strong leadership and communication skills

- Proven track record of successfully managing marketing campaigns and strategies

- Experience with digital marketing, social media, and analytics tools

- Ability to work in a fast-paced environment and meet tight deadlines

# **Location:**

**Mumbai**

**Working Days: - Monday to Friday in work from office mode**