

**Job Title: Sr. Brand Executive**

**Location:** Ahmedabad, Gujarat

**Experience:** 2–3 Years

**Company:** Samarth E Mobility Pvt. Ltd.

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### **About the Company**

**Samarth E Mobility Pvt. Ltd.** is a new-age electric mobility startup launching a range of two-wheeler EVs. We are an Ahmedabad-based business group committed to innovation and sustainability. As we move toward launch, we're building a dynamic team to lead our brand's presence across markets and platforms.

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### **Role Overview**

We are seeking a proactive and detail-oriented **Sr. Brand Executive** to manage key brand initiatives including brand tracking, shoots & partnerships, campaign execution, and dealer marketing support. This role blends on-ground activation with strategic coordination to ensure consistent and impactful brand presence across all channels.

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### **Key Responsibilities**

- **Brand Track**
  - Monitor brand performance, market presence, and competitor benchmarks
  - Provide timely reports on brand health and visibility
- **Brand Shoots & Partnerships**
  - Coordinate product and campaign shoots with agencies and production teams
  - Manage influencer and partnership collaborations aligned with brand objectives
- **Brand Execution**
  - Implement brand campaigns, visual merchandising, and event branding
  - Work cross-functionally to ensure timely and quality delivery of brand assets
- **Dealer Marketing Support**
  - Develop marketing toolkits and collaterals for dealer networks
  - Ensure brand consistency across dealer touchpoints and local promotions

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**Requirements**

- 2–3 years of experience in brand marketing, campaign execution, or content coordination
- Strong organizational and communication skills
- Ability to manage vendors, timelines, and multi-channel branding activities
- Experience in automotive, EV, or consumer lifestyle industries is preferred