



PRASAD
FOODS

Naturally Fresh. Pure Happiness.



ROLE BRIEF

CAREERS · MARKETING

SEPTEMBER 2026

WE'RE HIRING · FOUNDING MARKETING ROLE

Marketing Executive

You'll be the **first dedicated marketing person** at Prasad Foods. You'll shape how our brands show up in the market from the ground up, working closely with the management every day and with external creative and execution agencies to bring campaigns to life.

COMPANY Prasad Foods	LOCATION Mangaluru, in-office	EMPLOYMENT Full-time	EXPERIENCE Freshers & experienced
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■ Key Responsibilities

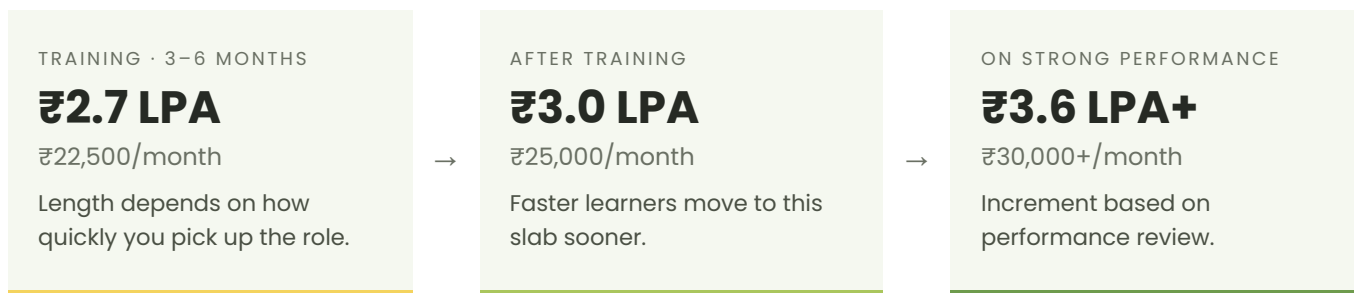
- **Campaign ideation.** Come up with original campaign ideas for our brands, including brand activations, social content themes and promotional tie-ins.
- **Campaign execution.** Take an idea from concept to reality by briefing our creative agency and freelance partners, tracking timelines and making sure the final output matches the idea.
- **Paid digital advertising.** Plan and run Meta Ads and Google Ads campaigns: audience targeting, budgets, creative briefs, and tracking performance and leads.
- **Agency coordination.** Be the single point of contact between Prasad Foods and its marketing and creative agencies, keeping campaigns on schedule and on brand.
- **Always-on marketing calendar.** Keep campaigns running back-to-back. Marketing here is a continuous function, not a one-off project.
- **Channel demand.** Build awareness and demand across kirana stores, supermarkets (DMart, Spar) and quick-commerce apps (Blinkit, Zepto, Instamart). Trade sales and order-taking sit with a separate sales team.
- **Lead generation.** Find and pursue new ways to generate leads and demand for our brands.

■ Who We're Looking For

We're open to both freshers and experienced candidates. We care about your ability to generate ideas and get things done, not the years on your resume.

- **An idea-generator.** Someone who can look at a brand and come up with original, on-brand campaign concepts, not just execute a brief handed to them.
- **Digital ads know-how.** Working knowledge of Meta Ads and Google Ads (targeting, budgeting, reading basic performance metrics), or a strong willingness to learn quickly.
- **Comfortable with agencies and vendors.** Briefs clearly, follows up on timelines, and reviews output against the brief.
- **Organised and self-driven.** This is currently a one-person marketing function working directly with the management.
- **Languages.** English and Hindi are mandatory (spoken and written). Kannada, Tulu or Konkani is a plus.
- **Computer and writing skills.** Comfortable with MS Word, Excel and PowerPoint, and able to write clear, professional emails.
- **Based in Mangaluru.** The role is centred at our office, with periodic time out for campaigns and field visits.

■ Compensation



All figures are gross annual compensation (CTC), inclusive of statutory contributions as applicable. "Strong performance" means consistent campaign output, disciplined ad spend, and growing independence in the role.

■ Minimum Commitment

2
YEARS

This role comes with a **minimum commitment of 2 years** from the date of joining. The selected candidate will be required to sign a service agreement for this period as part of the appointment letter.

We invest significant time in training and mentoring this role, and we're looking for someone who wants to grow with the brand over the long term. Please apply only if you're ready to make this commitment.

■ Growth Path

This role starts as a one-person marketing function. As revenue grows, Prasad Foods plans to build an in-house creative team around it, so that ideation, coordination and production increasingly happen within the team rather than solely through external agencies.

START Marketing Executive	NEXT Brand Manager	LEAD Head of Marketing
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■ Interview Process

1 ROUND 1 Written test	2 ROUND 2 One-on-one interview
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Date, time and format for each round will be shared over email and WhatsApp.

HOW TO APPLY

Send us your resume

careers@prasadfoods.com