

## Marketing Manager | Hasiru Dala Innovations (HDI)

**Location:** Bengaluru, India

**Type:** Full-time

**Who we are:** [Hasiru Dala Innovations](#) (HDI) is a leading, industry-recognised, for-purpose company dedicated to creating a world with no waste and no waste pickers through innovative, inclusive, and circular economy business models. At the heart of all we do is our core ethos of **Inclusive Circularity®**- the deliberate and planned inclusion of waste pickers and informal waste workers in the evolving circular economy value chain.

**Why this role matters:** Marketing is a key enabler for HDI's growth, reach, and influence, through building visibility for our work, attracting new partners and customers, strengthening stakeholder relationships, and ensuring consistent and compelling brand storytelling. We're looking for a marketing professional who brings strategic clarity, creative initiative, and executional strength: someone who thrives in a mission-driven, fast-paced, evolving organisation and is motivated to use their skills for social and environmental impact.

**What you will do:** Reporting to the CEO, the Marketing Manager will lead HDI's marketing efforts across its businesses verticals and impact areas. This includes building a cohesive brand narrative, generating marketing-led business opportunities, and creating scalable systems and processes to support future growth. You will work collaboratively with internal teams and external partners.

**Your key responsibilities will include:**

1. **Strategic planning & leadership**
  - Develop and execute marketing plans aligned with HDI's business priorities
  - Ensure optimal use of resources and budgets for maximum impact
  - Define and track KPIs such as brand reach, quality of engagement, and inbound business leads
2. **Brand building & storytelling**
  - Ensure consistency of brand tone and messaging across communication and stakeholders
  - Translate user and impact stories into compelling narratives for media, target customers, investors, and partners
  - Build HDI's thought leadership presence across earned, owned, and shared media
  - Maintain a brand repository (photos, testimonials, narratives, factsheets) to support visibility efforts
3. **Demand generation & partner engagement**
  - Create and execute campaigns that support business development goals and leverage cross referral opportunities
  - Use content and events to ensure HDI is seen as the preferred circular economy waste management solutions partner
  - Collaborate with business teams to identify customer insights and evolve offerings accordingly
  - Conduct competitor and market scanning to help HDI stay ahead of the curve
4. **Systems, processes & team building**
  - Build and lead the marketing function (in-house, outsourced, hybrid) with the right balance of cost, quality, and agility
  - Coordinate with designers, photographers, content creators, and vendors to deliver high-quality assets
  - Develop templates and toolkits for use by teams across cities or partnerships
  - Strengthen internal awareness and alignment on brand and marketing goals.

In addition, market scanning and tracking competitors to provide inputs to the CEO on possible new product markets to address.

**Who you are:** You're a creative and systems-oriented marketing professional with strong writing, collaboration, and project management skills. You enjoy crafting compelling narratives, thinking across audiences, and balancing long-term brand building with shorter-term lead generation. You may have worked in for-purpose, sustainability-focused or mission-driven businesses, or you may be transitioning into this space because it aligns with your personal values and ambition.

### **What you bring**

- 6–10 years of relevant experience in marketing, communications, or brand management
- Experience with marketing strategy, brand development, content creation, and stakeholder engagement
- Familiarity with the tools and processes of digital and offline marketing
- Strong organisational skills and attention to detail
- Ability to work both independently and collaboratively
- Excellent written and verbal communication skills
- Experience in or commitment to sectors like sustainability, inclusion, livelihoods, or the circular economy is an advantage

### **What's in it for you**

- Be part of an organisation that is nationally and globally recognised for inclusion, innovation and impact
- Use your marketing skills to shape the public narrative on sustainability and livelihoods
- Work with a purpose-driven team and leadership that values creativity, initiative, and integrity

**To apply:** If you're excited about this opportunity, write to us at [hr@hasirudalainnovations.com](mailto:hr@hasirudalainnovations.com) in confidence with your resume and a brief cover letter outlining why you're a great fit for this role and why HDI. We look forward to the possibility of working together.