

SALES AND MARKETING MANAGER (Male or Female)

Department: Sales and Marketing

Direct report to: Senior General Manager

Type of position: Full-time

Type of business: Mostly B2B expanding to B2C and B2G

Type of products:

High technology software, hardware and services involving GPS technology

OBJECTIVE / JOB PURPOSE:

- Accomplish business development activities by researching and developing marketing opportunities and plans, implementing sales plans and managing staff
- Oversee the entire activities of the Sales and Marketing Department
- Provide leadership expertise in providing efficient and focused sales and marketing strategies so as to achieve the Group's strategy, growth and profit objectives.

DUTIES AND RESPONSIBILITIES

- Achieve sales and marketing operational objectives by contributing sales and marketing information and recommendations to strategic plans; preparing and completing action plans; implementing customer-service standards; establishing pricing strategies; monitoring costs, competition, supply and demand; identifying trends; implementing changes; completing audits.
- Meet sales and marketing financial objectives by forecasting requirements; preparing an annual sales and marketing strategy and budget, and continuously monitoring and reporting on its achievements on a weekly, monthly and annual basis; scheduling expenditures; analyzing variances; initiating corrective actions.
- Accomplish sales and marketing human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions of Sales and Marketing team members; planning and reviewing compensation actions; enforcing policies and procedures.
- Prepare weekly sales and marketing reports for submission to the Senior General Manager or Chief Executive Officer.
- Based on marketing reports and sales performance revise strategies accordingly in a weekly basis and submit to the Senior General Manager or Chief Executive Officer.
- Oversee all customer inquiries and requests are appropriately responded to in a timely manner.
- Identifies marketing opportunities by identifying customer/consumer requirements; defining market, competitors' share, competitors' strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Sustain rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Accomplish sales and marketing objectives by coordinating all advertising, publicity and brand management; evaluating results of all marketing activities and trade promotion programs.
- Lead on customer satisfaction surveys and report to management to inform on implications/future sales strategies.
- Coordinate feasibility studies on proposed products; coordinate new product development.

- Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities; liaising with respective departments with regards to performance on manufacturing, transportation of goods to customers, and invoicing.
- Review requests by line managers to recruit new employees and make appropriate recommendations to the Human Resource Department.
- Protect organization's values by keeping information confidential; fostering high integrity; guarding correct business ethics.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
- Any other duties assigned by Senior General Manager or Chief Executive Officer.

WORK CONDITIONS

- Work normal working hours but may be required to do some work in evening or on off time
- Work office in Thailand Science Park, Pathum Thani

EDUCATIONAL QUALIFICATIONS & EXPERIENCE

- Minimum hold a degree level or relevant qualification in marketing or business administration (specializing in Sales/Marketing)
- 5 years senior level experience of sales and marketing within the automotive or information technology (IT) industry.

SKILLS & COMPETENCIES

- Must be excellent at designing and implementing sales and marketing strategies to achieve desired results
- Must have excellent leadership and people management skills
- Should be able to identify new trends in the market and design sales strategies and campaigns to respond to them
- Should be able to design competitive and cost effective strategies
- Strong communication skills and able to interact with people at all levels within the company and externally and team skills
- Proficiency in English, both writing and speaking. Skills in further foreign languages are on advantage
- Must be computer literate, proficient in Microsoft Office (Word, Excel, Power Point, etc.) and be able to display analytical presentation
- Must be able to adapt and operate effectively within new and challenging environments
- Must have own car and valid driver's license

WORK ENVIRONMENT

- Travel outside the office is required with respect to making market visits, workshops, trainings, etc.
- The jobholder is not subject to work that is physically demanding and is generally not exposed to any hazards as a direct consequence of the job
- The jobholder is on call and is required to work over time and weekends in case needed.

If you are interested in this position, please submit your resume to
Khun Nattapol at nattapol.s@aapico.com and include the job position in the subject line.