

BUSINESS DEVELOPMENT EXECUTIVE (Projects and Government Affairs)

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:

- 1 Accomplish business development activities by researching and developing marketing opportunities and plans, implementing sales plan
- 2 Oversee the entire activities of the Business Development section regarding special projects and government affairs
- 3 Support Sales and Marketing forces in serving customers by identifying their needs; engineering adaptations of products, equipment, and services
- 4 Provide efficient and focused sales and marketing strategies so as to achieve the Group's strategy, growth and profit objectives.

DUTIES AND RESPONSIBILITIES

Facilitate the growth of the business by working primarily with the sales and marketing teams to establish
1 strategic plans for the future development of the business as well as to develop the pipeline of new business coming into the company.

Establish and maintain relationships with external entities – such as government organizations, customers, coalitions, and business association unions – by networking, sharing information, and
2 identifying areas of mutual interest in order to foster future interaction and strengthen the company position through a joint sphere of influence

Achieve sales and marketing operational objectives within the assigned projects by contributing sales and
3 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
4 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.

5 Prepare weekly sales and marketing reports for submission to the Senior General Manager or Chief Executive Officer.

6 Manage special projects, developing action plans and managing completion.

7 Work with sales and engineering teams to provide government relations expertise and oversight related to securing and retaining government sector business.

8 Analyze and monitor critical government trends, proposed legislation and regulations and industry issues in order to provide a consistent and favorable business environment.

9 Analyze and recommend company positions on various state legislative and regulatory proposals and other administrative action and emerging issues.

10 Oversee all customer inquiries and requests are appropriately responded to in a timely manner.

Identifies business opportunities by identifying customer/consumer requirements; defining market, competitors' share, competitors' strengths and weaknesses; forecasting projected business; establishing
11 targeted market share.

- 12 Sustain rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- 13 Coordinate feasibility studies on proposed products in the assigned project; coordinate new product development within the assigned project.
Improve product marketability and profitability by researching, identifying, and capitalizing on market
- 14 opportunities; liaising with respective departments with regards to performance on manufacturing, transportation of goods to customers, and invoicing.
- 15 Protect organization's values by keeping information confidential; fostering high integrity; guarding correct business ethics.
- 16 Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations
- 17 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)
- 2 years experience of business development or sales and marketing within the automotive or information technology (IT) industry.

SKILLS & COMPETENCIES

- Must be excellent at designing and implementing business development 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 business 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.