

## Marketing Executive

If you are keen to hone and build your skills in Marketing and be able to add value to the company, this is the role for you. We operate in a fast pace and dynamic business environment. You will plan, develop and implement an integrated marketing solution for the business (ODE Consulting and Culture in the Workplace(CW)). We are looking for an energised and pro-active individual to join our team.

The role is to support the company in the following areas:-

- a) Develop and implement action plans to increase customer base, volume and market presence
- b) Build on good customer relationship to secure brand and customer loyalty
- c) Set annual marketing goals and objectives to ensure future growth
- d) Channel Development and Management
- e) Build the company brand in the market place

### Key Roles & Responsibilities

#### Marketing Campaigns & Events

- Develop and propose an integrated marketing plan (with associated budgets) based on the Annual Targets set across all lines of business
- Develop and manage end-to-end marketing campaigns (including Digital marketing strategy)
- Plan, organize and execute consistent quality marketing events
- Propose and contribute towards participation and entry submission for relevant awards

#### Marketing Content/ Collaterals

- Develop consistent quality multi-format marketing collaterals and effective sales kits to support the Sales Department
- Explore different marketing channels to build and enhance branding and awareness
- Maintain and manage the company websites
- Leverage Digital Media marketing channels where appropriate for B2B or situations where a B2C programme is conducted
- Perform call-outs and follow-up on referrals and forward leads to appropriate Sales Managers

#### Marketing Data, Database & Leads

- Evaluate Return on Investment for marketing activities and ensure conversion rate from marketing effort to leads and qualify leads
- Manage the leads generation process and ensure leads target is met (Monthly report on leads conversion rate)

#### Channel/Partner/Associate/Stakeholder Development and Management

- Attend and contribute ideas in client/ partner meetings working with the Sales Manager
- Source and pursue potential channels/ partnership opportunities (ODE & CW)
- Liaise and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations

\*During peak periods, there is also the possibility of being involved in events and associated logistics as and when required of the team

**The candidate should possess the following: -**

- A degree in business (a major in Sales & Marketing is preferred).
- One to 3 years of marketing experience, preferably in a B2B environment

**Skills and Attributes**

- Bilingual in both English and preferably Mandarin
- Proven analytical and financial skills
- Good project management skills
- Self-driven, a team player and meticulous
- Commercial awareness
- Communications – Business Writing
- Good Interpersonal Skills business
- New/Social Media Savvy