	<h1 style="text-align: center;">Marketing Executive</h1> <h2 style="text-align: center;">Job Description</h2>		Document Number: JD-SS-13.02
	Department: Marketing	Effective Date: August 05, 2016	Revision No 0

I Reason for Existence

Marketing Executive supports marketing operations by compiling, formatting, and reporting information and materials.


II Duties and Responsibilities

1. Assembles consumer rating reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations.
2. Updates competitor database by inputting data from field sales; compiling, consolidating, formatting, and summarizing information, graphs and presentations; distributing reports.
3. Supports sales presentations by assembling quotations, proposals, videos, slide shows, demonstration and product capability booklets; compiling account and competitor analysis.
4. Prepares fliers and brochures by formatting content and graphics; arranging printing and internet packages.
5. Maintains marketing library by checking and replenishing inventory.
6. Provides marketing tracking and research information by collecting, analyzing, and summarizing data and trends.
7. Accomplishes marketing and organization mission by completing related results as needed.
8. Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.).

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9. Liaise with external vendors to execute promotional events and campaigns.
10. Collaborate with marketing and their professionals to coordinate brand awareness and marketing efforts.
11. Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.).
12. Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies.
13. Perform any other function as assigned by his/ her immediate leader.

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III Minimum Qualifications

1. Bachelor's degree in Marketing and Sales Management
2. Excellent communicator
3. Proficient in Microsoft Office
4. Good project management skills
5. Sound understanding of the principles of marketing
6. Ability to work within a budget
7. Good business awareness
8. Team player – works to ensure team goals are met or exceeded
9. Strong organization skills
10. Energetic and goal driven
11. Be able to operate under pressure and meet deadlines
12. Creative and innovative
13. Good attention to detail
14. Strong interpersonal skills – “love people”
15. Self-driven and interdependent
16. Strong and friendly personality
17. Willingness to travel
18. Maintain a self-development program
19. Presentable

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