



## SAFECOMS NETWORK SECURITY CONSULTING

### Business Activity

- Outsourcing of IT services, intervention and management of IT Team
- Implementation of ERP systems with Thai accounting, CRM, Marketing, Manufacturing, Inventory, HR etc.

### Company Profile

SafeComs is a BOI company, created in Australia in 1999, with offices in Thailand and Myanmar. The focus of the company is IT security, Procurement, Outsourcing of IT functions, including IT management.

In 2008 SafeComs expanded in the ERP business with its own CRM, Peppercan and is today a silver partner of Odoo, an ERP of Belgian origin, with over 3 million users worldwide.

Yangon is our Software Development Center and features a team of support Engineers.

## MARKETING EXECUTIVE

### JOB DESCRIPTION

We are seeking an experienced **Marketing Executive** with a strategic vision to join our growing organization. We are looking for a talented individual to undertake marketing projects, organize creative campaigns and promotional events according to trends and customer requirements.

The ideal candidate will be passionate for the “art” of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image.

### Responsibilities

- Includes traditional, Digital and online marketing
- Planning, developing and implementing efficient and intuitive marketing strategies
- Conducting research and analysing data to identify and define audiences
- Devising and presenting ideas and strategies
- Organise promotional activities using the full marketing mix of marketing communications
- Writing copy for all marketing collateral, including brochures, letters, emails and websites.
- Maintaining websites and looking at data analytics
- Organising events and product exhibitions
- Understanding the product and customer profile and write thorough specs for each.
- Monitoring ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occur.
- Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.



- Assisting in the production of ongoing competitor analysis and reporting, with particular reference to pricing, presentation and promotion.
- Training Sales forces

## Qualifications

- Proven experience as **Marketing Executive** or similar role
- Good understanding of market research techniques, data analysis and statistics methods
- Strong project management/organisational skills.
- Ability to use spreadsheets to analyse data and spot trends.
- Understanding of customer segmentation.

## ESSENTIAL FUNCTIONS:

- You'll usually be office-based, but will attend meetings with clients, partner organisations and suppliers, as well as a range of events and exhibitions. You may be expected to socialise with stakeholders and clients to build and develop relationships.
- The work is often challenging and fast-paced as you'll need to meet tight deadlines, juggle various projects at the same time and work with external suppliers and creative agencies.
- Identify new business opportunities and markets and define strategies
- Prepare Product introduction Plan each time the company launches a new product or a new market.
- Evaluate the progress of the sales team and help them acquire new leads or sales channel.

## EDUCATION AND EXPERIENCE:

- Bachelor's degree in marketing, business administration, or related field; MBA preferred
- Qualification in IT and has previous experience managing a Network of IT customers
- Experience in similar sales industry/area
- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.

## KNOWLEDGE AND SKILLS:

- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Strong attention to detail
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns



- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Inherently exhibits SafeComs Core Values in personal and professional life
  - Create value
  - Be honest
  - Take ownership
  - Take care of each other
- Strong Customer-focused attitude
- Self-driven and goal-oriented
- Demonstrated strong work ethic
- Team-oriented
- Excellent verbal and written communication skills

## COMPETENCY MODEL

Developing strategies and tactics to	25%
<ul style="list-style-type: none"><li>• boost the company's reputation</li><li>• Generate Lead and follow up</li><li>• Organize seminars</li></ul>	
Deploying successful marketing campaigns from ideation to execution	30%
<ul style="list-style-type: none"><li>• Creativity</li><li>• Drive</li><li>• Follow through</li></ul>	
Assist Sales with Lead generation	
<ul style="list-style-type: none"><li>• Create campaigns + launch and follow up</li><li>• Prepare presentation and support for visit and prospection</li><li>• Organize Odoo breakfast</li></ul>	30%
Identify new business opportunities	
<ul style="list-style-type: none"><li>• Advise top management</li><li>• Train sales force on new products/channels</li><li>• Plan for future and participate in creating sales budget</li></ul>	15%

Please send your resume to [jobs@safecom.com](mailto:jobs@safecom.com)