

KSGI

JOB DESCRIPTION

Job Title: Marketing Executive

Division: Yamaha Group (YG)

Department: Sales & Marketing

Overall Purpose

The Marketing Executive drives sales and marketing strategy, working with the team to set targets, build customer relationships, run promotions and campaigns, and monitor market and competitor trends to keep KSGI competitive.

Job Requirements

- Bachelor degree in Business Administration or related fields.
- At least 5 years experience in a management level role.
- Good analytical and creative thinking skills.
- Good teamwork and interpersonal skills.
- Strong initiative and continuous improvement mindset.
- Very target-oriented with strong leadership skills.
- Good English proficiency, written and spoken.
- Proficiency with Microsoft Word, Excel & PowerPoint.

Responsibilities

- Set market share targets, annual sales targets, and allocate targets to team members together with top management.
- Develop the annual strategic plan for the sales team to achieve set targets.
- Conduct weekly/monthly meetings with the sales team to compare results against plan and set next actions.
- Regularly monitor and review sales performance versus plan and take corrective action when necessary.
- Create and develop new sales channels and networks to maximize sales opportunities.
- Build strong relationships with customers to maximize sales opportunities in coverage areas.
- Build and maintain relationships with key customers, assisting with large deals or resolving issues as needed.
- Regularly review and evaluate the effectiveness of sales programs.
- Work closely with the marketing team on lead generation, promotions, and events.
- Monitor market trends and analyze competitor information to maintain a competitive edge.
- Set clear expectations and foster a high-performance culture through training, coaching, and mentoring.
- Guide and collaborate with the sales team to ensure standard sales processes and promotions are properly executed.
- Forecast sales accurately and present regular performance reports to top management.
- Ensure compliance with company policies and guidelines.
- Perform other tasks as assigned by management.

How to Apply

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