

Marketing Engineer (Lighting Department)

Employment Type

Full-time

Date Posted

February 26, 2024

Qualifications

- University degree in Electric Engineering.
- From 3 to 5 years of experience in the lighting field.
- Strong network with Key accounts & Consultants

Responsibilities

- Seek and provide information to help the company determine its position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and methods of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Measure and assess customer satisfaction.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Research consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Prepare and distribute price lists of the products among sales and study teams.
- Study and quote special prices for special offers to customers upon request.
- Provide technical support for the products and design solutions for different application problems.
- Develop the market analysis needed for new product launches.
- Handle key opinion leaders (consultants and key accounts) to get approvals and recognition for our products by visiting and preparing required submittals, technical information, samples, and presentations.
- Responsible for providing the required support for any marketing activities for our new products.
- Prepare monthly reports, identifying the objectives achieved and obstacles faced.
- Implement flexibly and swiftly the changes to the marketing plan when needed.
- Prepare and deliver presentations to demonstrate the specifications of the products to the department members, sales, and studies teams monthly.
- support the site team to solve technical issues at the site.
- Responsible for the prequalification process with key opinion leaders.
- Prepare and hold seminars to demonstrate the specifications of the

products to customers, the sales team, and branch heads quarterly.