# ELSEWEDY SEI

*https://www.elsewedy.net/job/marketing-engineer/*

## Marketing Engineer

**Employment Type**
Full-time

**Date Posted**
October 13, 2024

### Qualifications

- University degree in Electric Engineering.
- From 3 to 5 years of experience in:
    1. L.V & M.V Panels.
    2. Lighting Fixtures.
- Excellent interpersonal skills.
- Wide network with customers & consultants.

### Responsibilities

- Seeks and provides information to help the company determine its position in the marketplace.
- Gathers data on competitors and analyzes their prices, sales, and methods of marketing and distribution.
- Collects and analyzes data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Measures and assesses customer satisfaction.
- Measures the effectiveness of marketing, advertising, and communications programs and strategies.
- Forecasts and tracks marketing and sales trends, analyzing collected data.
- Attends staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Conducts research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Prepares and distributes price lists of the products among sales and studies teams.
- Study and quotes special prices for special offers of customers upon request.
- Provides technical support for the products and designing solutions for problems of different applications.
- Develop markets' analysis needed upon new products' launches.
- Handles key opinion leaders (consultants and key accounts) to get approvals and recognition for our brand and products, by visiting and preparing required submittals, technical information, samples and presentations.
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