

JOB DESCRIPTION

Job title: Product Marketing & Sale

Report to: Group Manager

Work location: Full-time Remote

What we're looking for:

- Experience in market analysis;
- Excellent communication skills;
- Keen eye for detail;
- Familiar with product marketing tactics (e.g. integrated marketing campaigns);
- Creativity;
- Analytical mind and strong quantitative skills;
- Tenacity and drive to seek new business and meet or exceed targets;
- Interpersonal skills for building and developing relationships with clients;
- Written and verbal communication skills - needed for communicating with a range of people, both internally and externally, as well as presentation skills;
- Team-working skills and a collaborative approach to work;
- Decision-making skills;
- The ability to multitask and priorities your workload;
- Project management and organizational skills;
- The ability to motivate yourself and set your own goals;
- Negotiating skills;
- The ability to think strategically;
- The ability to analyze sales figures and write reports;
- A flexible approach to work with the ability to adapt to a fast-paced, ever-changing environment;
- Initiative and the confidence to start things from scratch;
- Deeply understand Bholdus Core value and its DNA.;

Roles and Responsibilities:

- Study company products;
- Translate technical details into benefits for the user;
- Follow and analyze market trends to position products;
- Develop product marketing strategies (pricing, advertising, product launching);
- Craft compelling messages across marketing channels (landing pages, ad campaigns);
- Work with various teams (design, content, acquisition, product, sales) to implement strategies;
- Test marketing product features, releases and ad copy;

- Evaluate projects using relevant KPIs and feedback from existing and prospective customers;
- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets;
- Seek out the appropriate contact in an organization;
- Generate leads and cold call prospective customers;
- Meet with customers/clients face to face or over the online communication methods;
- Foster and develop relationships with customers/clients;
- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these;
- Think strategically - seeing the bigger picture and setting aims and objectives in order to develop and improve the business;
- Work strategically - carrying out necessary planning in order to implement operational changes;
- Draw up client contracts - depending on the size of company, this task may be completed by someone else or agreements may not be as formal;
- Have a good understanding of the businesses' products or services and be able to advise others about them;
- Ensure staff are on board throughout the organization, and understand the need for change and what is required of them;
- Attend external training where appropriate;
- Discuss promotional strategy and activities with the marketing department;
- Liaise with the finance team and the other relevant departments as appropriate;
- Seek ways of improving the way the business operates;
- Organize seminars, conferences and events where appropriate;
- Keep abreast of trends and changes in the business world.

Qualifications

- Entrepreneurship is in the DNA;
- Bholdus leadership principal is in the DNA;
- Background in accountancy, or business studies or economics or finance or marketing;
- English proficiency.

Benefits:

- Remote working with a flexible schedule (40 hrs/week);
- Opportunity to work with talented individuals from all over the world in one of the hottest and fastgrowing industry;
- Generous sick leave and vacation leave;
- Competitive fiat salary and performance-based bonus.

How to apply:

Interested applicants please submit your CV by filling our Online Application Form. (**[CLICK HERE](#)**)

NOTE: There will be a quick English test included, so kindly arrange around 20 - 30 minutes to complete the test.