

## Marketing Lead

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Company: INTECH

Location: Pakistan

Category: business-and-financial-operations

### About The Position

The Marketing Lead will be working with senior management to build a new product and its brand, establishing its niche as a reliable SAAS digital twin CMMS for manufacturing plants and factories. The person best suited for this job will have significant experience working in a plant or manufacturing environment and have business management and marketing qualifications on top to help strategize the brand language, product direction, and business opportunities for this product.

The tasks for this position will include:

Define the brand and identity for the new product in coordination with the president and product team.

Develop and build digital properties for the product including website and social media.

Run promotional organic and paid digital campaigns to promote the product.

Optimize web content for SEO and visibility.

Generate content and articles to keep up engagement and SEO.

Participate in the sales/BD efforts for the product.

Be available for any other marketing tasks that may come up as the brand grows.

### Requirements

If you are that person, you will have:

(Preferably) an engineering degree, followed by an MBA.

2+ years of work experience in manufacturing, production, operations, or maintenance.

Excellent command over English.

Interest in emerging technologies, AI/ML, and general reading.

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