

Marketing Manager

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Company: Livet

Location: Saddar Town

Category: other-general

Development of and execution of the marketing plans• Must have knowledge of SEO / SEM campaigns• Ensures lead generation/opportunity creation targets are forecasted and met• Work closely and tightly integrate with sales in their achievement of the top line revenue goals and reaching target lead generation targets• Be accountable for and ensuring the flow of leads to support the sales goals• Key member of content development team, insuring both a global and local strategy• Be a key conduit of information between marketing and other go-to-market functions• Work closely with the Digital Marketing, Customer Marketing, Tele-prospecting, and Product Marketing teams. Job Specification Experienced in working with Software Provider company• Team leadership, mentorship and management• Campaign design and execution• Event /activity design, selection, planning and execution• Content syndication, webinar and webcast• Channel sell through strategies• Customer marketing• Management of tele-prospecting team• Top of funnel / net new lead generation• Data analytics and reporting Information Technology and Services - Karachi, Pakistan

#J-18808-Ljbffr

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