

Marketing Team Lead

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Company: Avanceon Middle East & South Asia

Location: Lahore

Category: other-general

Team Lead | Marketing Communications

The Team Lead at Avanceon Marketing & Communications Dept. will assist in implementing the company's strategic marketing direction and will be running the marcom initiatives of the company. Avanceon is looking for a talented individual with a passion for all things high tech. The successful candidate must have digital marketing expertise. The selected applicant will commit to harness different channels with bespoke digital or traditional communications.

Role:

Executes activation from its planning stages to site management of events both in the Middle East and South Asia Ensure the seamless activation and delivery of digitally-led and event-led regional campaigns Work closely with the Marketing Manager, Sales, HR, Finance and Engineering to develop specific content or presentation including success stories, white papers and blog entries Drive execution of marketing and PR efforts by synchronizing between the relevant department at Avanceon and the agency/supplier (i.e. brochures, annual report, campaign support collateral) Under the Marketing Manager's supervision, maintain daily digital owned media by creating relevant content including blog entries and visual campaigns in line with company's strategic direction

Qualifications:

MBA or equivalent from a top tier university Impeccable command of the English language (native or English as a first language) and outstanding communication skills Mastery of MS Word, Excel and Power Point and solid expertise in digital development HTML and CSS

and WordPress as well as social media platforms

Requirements:

Prior degree in software engineering, journalism or applied arts from a top university would be very much appreciated. An eagerness to learn and build something of mutual value with strong ability to work both collaboratively and independently as required. A prior experience in an agency environment as well as in Adobe CS (Adobe CS specifically in Photoshop, Illustrator and InDesign). A prior exposure to B2B technology and industrial marketing with a desire to grow within the realm of advanced technology such as IIoT and or smart infrastructures. Project management skills to lead and synchronize with third party timely delivery throughout any campaign process. An outstanding communicator with the ability to work in teams but also to enjoy working in a highly technical cross-functional environment. A creative and passionate individual driven to conceive smart content and visually pleasing collaterals with a relentless and out of the box approach to new marketing ideas, concept and media trends.

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