

Job Description: Senior Marketing & Sales Manager (Heating Industry)

Position Overview

The **Senior Marketing & Sales Manager** will be responsible for driving the strategic direction of both **marketing and sales activities** for the company's heating products. This leadership role requires a balance of **engineering knowledge, marketing expertise, and sales leadership** to achieve business growth and market leadership. The ideal candidate will have a **relevant engineering degree, an MBA in Marketing, and at least 10 years of experience in marketing, sales management, and business development**, preferably within a **technical or industrial sector**.

Roles & Responsibilities

Strategic Marketing & Sales Planning

1. **Develop and execute comprehensive marketing and sales strategies** to achieve revenue growth and market expansion for heating products.
2. Lead the development of **product positioning, pricing strategies**, and promotional campaigns that align with market demand and customer needs.
3. **Analyze market trends**, customer feedback, and competitor strategies to identify new opportunities and gaps in the market.
4. **Define and monitor KPIs** for both marketing and sales efforts to ensure continuous growth, customer acquisition, and retention.

Sales Leadership & Team Management

5. Lead and manage a **high-performing sales team**, setting clear objectives, providing coaching, and monitoring performance against sales targets.
6. Ensure the sales team is **well-equipped with sales tools, training, and product knowledge** to effectively position and sell the heating products.
7. **Oversee the sales pipeline**, including identifying prospects, managing relationships with key accounts, and converting leads into closed deals.
8. Develop **sales forecasts** and strategies to meet or exceed business targets, working closely with senior leadership.

Customer Relationship Management

9. Build and maintain strong relationships with key customers, stakeholders, and partners, acting as a **brand ambassador** for the company.
10. Manage **key accounts**, negotiate contracts, and ensure customer satisfaction through personalized support and service.
11. Actively **engage with customers** to understand their pain points, propose solutions, and ensure that the product offerings meet their requirements.

Cross-Functional Collaboration

12. Work closely with **product development, engineering, and operations** teams to ensure that marketing and sales efforts align with product offerings and capabilities.
13. Ensure seamless collaboration with **marketing teams** to support lead generation, campaign execution, and digital presence.
14. Partner with **manufacturing and supply chain teams** to ensure on-time delivery and resolution of any logistical issues that may impact customers.

Brand Development & Market Positioning

15. Oversee the creation and execution of **marketing campaigns**, including digital marketing, trade shows, and industry events, to build brand recognition and promote products.
16. Develop and execute **advertising and promotional strategies**, including **content creation, SEO/SEM, and social media**, to increase brand visibility and drive sales.
17. Guide the team in identifying and capitalizing on **new market segments** and regions for expansion.

Data Analysis & Reporting

18. **Monitor and evaluate the performance of marketing and sales campaigns**, using data analytics to refine strategies and improve performance.
19. Report to **senior leadership** on sales performance, forecasting, and market trends, and recommend adjustments to achieve business objectives.
20. Develop comprehensive **sales and marketing reports**, analysing customer acquisition costs, conversion rates, and return on investment (ROI).

Educational Qualifications & Experience

- **Relevant Engineering Degree** (Mechanical, Electrical, or any related field)
- **MBA in Marketing** (Mandatory)
- **Minimum 10 years of experience** in **sales and marketing**, with at least 5 years in **leadership roles** within a technical or industrial sector (experience in the heating or related industries is a plus).

Key Skills Required

- ✓ Strong understanding of **marketing principles, sales strategy, and business development**
- ✓ Proven experience in **leading sales teams** and driving **revenue growth**
- ✓ In-depth knowledge of **product positioning, pricing strategies, and go-to-market execution**
- ✓ Ability to manage both **sales processes** and **marketing campaigns** simultaneously

- ✓ Expertise in **customer relationship management** and **B2B sales**
 - ✓ Strong leadership skills with the ability to inspire and motivate cross-functional teams
 - ✓ Proficiency in **digital marketing, SEO/SEM, and social media strategies**
 - ✓ Excellent communication, negotiation, and presentation skills
 - ✓ Data-driven approach with the ability to analyse performance metrics and adjust strategies accordingly
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How to Apply:

Interested candidates can submit their updated resume to career@asvrl.com