

Colombia Jobs Expertini®

Commercial Strategy and Marketing Coordinator

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Company: Colcircuitos Grupo Invertrónica

Location: Medellín

Category: other-general

We want you on our team

At Colcircuitos we specialize in the development and manufacturing of advanced electronic devices. Our commitment is to excellence.

We are currently looking for a **Commercial Strategy and Marketing Coordinator**

Benefits

Salary of COP \$5,000,000.

Compliance variable.

Indefinite term contract

Flexible work - In-person and work from home.

Training and qualification.

What will be your goal?

Devise and implement commercial and marketing strategies with the aim of driving company growth.

Responsibilities:

Identify sales opportunities for the company, based on knowledge of the market, customers and ecosystems.

Develop market expansion strategies using all digital marketing tools and ensure their correct execution, achieving increased sales and brand presence in the market.

Ensure the commercial performance of salespeople using sales methodologies that achieve the result.

Promote and measure the inclusion of new clients to the business.

Develop training programs for the sales team, focused on closing techniques, objection handling and product knowledge.

Identify and develop new business opportunities, including the expansion of products or services.

Trends in Artificial Intelligence.

Sales funnels.

Digital : SEO, SEM, social networks and online advertising, to maximize brand visibility.

Negotiation and establishment of commercial alliances beneficial for the growth of the company.

What requirements must you meet?

Training in areas of Advertising, Digital Marketing or related areas.

Excellent communication, able to interact clearly and effectively.

Experience leading digital marketing strategies.

Attention to detail and ability to work with precision.

Knowledge of Marketing and Social Networks tools.

Skills

Communication.

Creativity.

Teamwork.

Result orientation.

Strategic thinking.

Conflict resolution.

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