

Associate Marketing Solutions

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Company: Concentrix Catalyst

Location: dubai

Category: other-general

Job Description Concentrix is a technology-enabled global business services company specializing in customer engagement and improving business performance. We partner with ambitious, progressive companies from around the world to future-proof their business and stay ahead of the competition and customer expectations. The Marketing Consultant is the primary contact with customers within an assigned region/zone. Perform sales, marketing and consulting functions via telephone and computer to develop, implement, maintain and enhance assigned Dealer marketing and customer attainment and retention goals. Build strong sales and consultative relationships with assigned dealer base through an in-depth program knowledge, a pleasant demeanor and a positive attitude. Educate and inform dealer base on current program offerings and services, encourage enrollment, offer consultation regarding current dealer product/service selections and assist dealers with achieving marketing goals. Create, update and maintain marketing plans for individual dealers in order to minimize risk and maximize performance. Present Marketing plans, trends, and additional suggestions to client/dealers. Review changes to the marketplace and industry and assist dealer base in adjusting marketing plans. Maintain detailed documentation of dealer communications, including customer service opportunities and complaints, in the Contact Manager system. Edit and proof dealer communications. Maintain accurate dealer information, data, pricing, list maintenance, customer maintenance. Maintain calendars and timelines for assigned marketing initiatives. Promote customer acquisition, retention and response while improving brand awareness and return on investment for client. Assist in the creation and development of processes and procedures. Produce periodic reports and

recommendations regarding performance status of dealer base. Implement quality control process for marketing materials, dealer selections and dealer originated copy. Assist in the resolution of data issues.

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