

Product Marketing Specialist Jobs in Dubai | ABB

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Company: ABB

Location: , Dubai, United Arab Emirates

Category: sales-and-related

1- Product Marketing Specialist

Job: Full Time

Location: Dubai, UAE

Description:

You will be working as a Product Marketing Specialist, will be the part of Electrification Business Area for Smart Power Division based in Dubai, UAE. In this role you will be responsible to implement product marketing strategies in assigned area to meet business objectives and in line with global product strategy. Implement all marketing activities, and support Sales organization in driving sales and services of respective products.

Job Responsibilities:

Strategy Implementation in the local go-to-market product marketing strategy, including definition and communication of product value propositions and product positioning in accordance with the global product marketing strategy.

Achieve product marketing targets and budgets through regular oversight and definition and implementation of improvement plans as needed.

Execute annual marketing plan in conjunction with relevant Business Units/Product Groups.

Prepare business plans focused on business development for a defined market.

Market analyses with sales team members and define appropriate forecasts and plans.

Evaluate and share customer research, market conditions and competitor data.

Job Requirements:

Bachelor of Electrical Engineering.

5 + years of experience in power protection & UPS business.

Fluency in both spoken and written English language is a must.

#J-18808-Ljbffr

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