

POSITION: PRODUCT MARKETING ENGINEER

BE PART OF OUR COE TEAM. 'This Center of Excellence (COE) brings together people from different disciplines and provides shared facilities/resources. It is sometimes called a “competency center” or “capability center”. This CoE is often the team leading the way in exploring and adopting new technology tools, techniques, or business best practices. It is designed to drive innovation, improvement, create an organizational structure that encourages different members to measure, experiment, and push each other forward. By promoting more transparency and more shared results for the organization to align around business goals, rather than individual departmental metrics.

We are searching for a creative and energetic Product Marketing Engineer to join our team. In this position, you will be mainly responsible for all aspects of our technical marketing operations. This role will also manage both ABL and BTL marketing requirements of Fuji Bridex. Your central goal is to maintain internal and external technical and operational documentations. To help grow our brand's influence while also increasing brand loyalty and awareness.

JOB DESCRIPTION:

1. Collaborates with the Sales team to drive sales efficiency by ensuring appropriate product knowledge (technical and sales) for each stakeholder (salesperson, application engineers, customers). Focus on knowledge transfer of key products and customer value by application. Promotes sharing and cross-collaboration.
2. Competitive analysis and formulation of competitive counter strategies for all new products and existing products. Prepares a quarterly competitive review for each product along with an annual report that is used as a basis for the Strategic Plan.
3. Planning, implementing, and monitoring our digital marketing campaigns across all digital networks. Social media management and most importantly website management and display advertising campaigns. Evaluate important metrics/KPIs that affect our website traffic, service quotas, and target audience.
4. Define and participate in technical aspects of go-to-market engagements like webinars, workshops, customer and partner trainings, solution demos and industry and partner events. Manage marketing events, logistical & operational issues. Develop and monitor campaign budgets.
5. Develop and implement tactical marketing communications projects, including sales tools, marketing collateral, advertisements, tradeshow booths, websites, and training materials. Define, manage, design, and develop specifiable material (brochure, datasheet, training, documentation, etc.).

Targets

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

Job : **Product Marketing Engineer**

Primary Location : **SG-Singapore**

Organization : **DC Solution Division**

Overtime Status : **Exempt**

Seniority Level : **Dependant on Applicant's experience**

Employment Type : **Full-time**

Job Requirements

- ITE/Diploma/Degree in Electrical Engineering, Engineering or Marketing related field.
- Typically requires 3-5 years of related experience.
- Open to travel 20%.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Strong analysis and problem-solving skills required.
- Strong internal and external communication skills both written and verbal required.
- Ability to perform competitive analysis required.
- Excellent interpersonal and analytical skills.
- Experience with customer relations via service, visits, relationships, etc. preferred.
- Excellent presentation & influencing capabilities required.
- Must be proficient with Microsoft Excel, Powerpoint and Word.
- Ability to work with a geographically dispersed team to achieve position objectives.
- Previous product marketing management responsibility and leadership capabilities preferred.
- M&E industry knowledge with battery and/or power electronics background desired.
- Self-starter on social media platforms.
- Attention to customers and stakeholders, result oriented, markets driven thinking, teamwork, systemic thinking, innovation will complete your profile.