



FUTURE ELECTRONICS

DEPARTMENT NAME

JOB DESCRIPTION

JOB TITLE:

Marketer

PRINCIPAL ACCOUNTABILITIES:

JOB PURPOSE:

The Marketer supports sales staff of an assigned geographic region with pricing and promotions of a specific group of electronic components. The Marketer identifies and reacts to market trends, holds profit margin accountability, interfaces and negotiates with suppliers, and prepares daily quotation, pricing and gross profit reports. Close interaction with the branches.

PRINCIPAL ACCOUNTABILITIES:

1. Evaluate sales opportunities (via phone, e-mail, or bills of material) and establish market resale prices to Sales through quoting competitively.
 2. Negotiate special pricing with suppliers.
 3. Provide Sales with Marketing information and the tools and knowledge necessary to support the customer
 4. Monitor and control the release of orders
 5. Analyze and interpret reports that help administrate the business
 6. Drive and develop the product area with Sales and Customers
 7. Responsive to turns opportunities
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JOB CONTENT:

1. Responsible for achieving sales targets and profitability.
2. Having the knowledge to quote to win on time for key branch customer opportunities.
3. Work with suppliers and the sales force on daily requirements.
4. Responsible for overall margin for relevant Product classes.
5. Obtain and enforce Ship & Debit program wherever relevant.
6. Monitor backorder register on a daily basis.
7. Authorize CBO change and cancellations.
8. Authorize price release.



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9. Maintain quote log and supplier activity log.

RECOMMENDED CREDENTIALS:

QUALIFICATIONS

- A minimum of Diploma in Engineering or relevant Business degree

EXPERIENCES

- A minimum of 2 or more years of experience, with marketing or relevant business background.
- Strong business acumen with a flair for figures.