

Marketing Executive

Sunlabob was established in the Lao PDR in 2000 and provides affordable and reliable energy solutions with renewable energy sources.

Sunlabob is currently seeking a Marketing Executive to devise, develop and implement ideas for promotional marketing campaigns and to create an international marketing strategy.

Job Description

- ✓ Researching ideas, clients and markets to assess demand, brand positioning and awareness
- ✓ Contributing to and developing long-term marketing plans and strategies
- ✓ Assisting in the planning, organization, execution and delivery of approved strategies
- ✓ Costing supplies and projects
- ✓ Evaluating marketing campaigns
- ✓ Liaising and building relationships with a range of stakeholders, e.g. customers, suppliers, colleagues
- ✓ Managing the production of marketing materials, including leaflets, posters and flyers
- ✓ Arranging for the effective distribution of marketing materials
- ✓ Organising and attending events and exhibitions
- ✓ Assisting in the preparation of presentations to clients
- ✓ Maintaining information on projects and clients
- ✓ Maintaining and updating mailing databases
- ✓ Training local staff in marketing techniques

Person Specifications

- ✓ University degree in marketing, communications, business / management
- ✓ Minimum 2 years' work experience of broad-ranging marketing roles
- ✓ A commercial and creative thinker
- ✓ Dynamic and strongly motivated
- ✓ Strong planning and organisational skills
- ✓ Analytical skills
- ✓ Communication skills, both oral and written
- ✓ Influencing and negotiation skills
- ✓ Able to work as part of a team and in a multi-cultural environment
- ✓ IT literacy
- ✓ Excellent working knowledge of English

Placement Details

- ✓ Location: Vientiane, Lao PDR
- ✓ Start date: September – October 2008
- ✓ Duration: minimum 12 months with possibility of extension

How to Apply

Apply in writing (cover letter + CV in English) by email to: contact@sunlabob.com