



# Join our team!

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looking for  
SXM's best!

## Marketing Specialist - Commercial

### Responsibilities

- Implements strategic and tactical marketing plans that drive customer acquisition, retention and supports sales and customer activities.
- Plan and execute comprehensive marketing campaigns across digital and traditional marketing channels to promote products and services.
- Develops and recommends product positioning, key messaging and customer value based messages across marketing platforms.
- Conducts thorough market analysis to understand industry trends, customer needs, and competitive landscapes. Utilize insights to inform product positioning and marketing strategies.
- Develops clear and compelling product positioning campaigns and messaging that highlights the unique features and benefits of Telem's products and services.
- Collaborates with cross-functional teams to develop comprehensive products and services that are strategically aligned with overall sales goals.
- Identify target audiences and tailor marketing approaches for specific market segments.

As the **Marketing Specialist** at Telem, your primary purpose is to successfully plan and implement strategic marketing campaigns, media plans and advertising initiatives aimed at promoting Telem's products and services towards existing and new customers. You will be required to develop and implement plans to grow Telem's Social and Digital presence, coordinate external events and sponsorship activations, working closely with the sales teams to ensure they have the sales tools required to be able to acquire customers, and collaborating with the Customer Experience team to ensure customers are aware of key activities, leveraging the website and social media.

 [hr@telemgroup.sx](mailto:hr@telemgroup.sx)

## Requirements

- Bachelor's degree in marketing, Business Administration, Communications, or a related field. A degree in Telecommunications or Technology Marketing can be advantageous but is not mandatory.
- Proven experience (5-8 years) in product marketing, preferably within the telecommunications or technology industry.
- Demonstrated experience in developing and executing successful product marketing strategies.
- Experience with market analysis, customer segmentation, and competitive intelligence.
- Exposure to product launches, campaign planning, and coordination.
- Strong analytical skills with the ability to interpret market trends, customer insights, and competitor activities.
- Experience in using data-driven insights to shape marketing strategies.
- Exceptional written and verbal communication skills, with the ability to craft compelling messaging and value propositions. Capable of tailoring communication for various target audiences.
- Creative and innovative mindset with the ability to develop impactful marketing campaigns that effectively showcase product features and benefits.
- Familiarity with digital marketing channels, social media platforms, and content creation. Experience in leveraging digital tools for marketing initiatives.
- Proven ability to collaborate effectively with cross-functional teams, including product development, sales, and customer experience.
- Strong project management skills with the ability to plan, execute, and oversee marketing campaigns from concept to completion. Familiarity with project management tools is a plus.

## Responsibilities

- Create and maintain marketing collateral, including brochures, presentations, and sales materials, to effectively communicate product value propositions.
- Create and maintain digital marketing collateral to effectively communicate product value propositions.
- Monitor campaign performance and adjust strategies based on KPI's.
- Manage media purchase strategy, budgets, and campaign performance measurement.
- Coordinate product launches and go to market campaigns.
- Monitor and analyze competitor activities, pricing strategies, and market positioning.
- Map the inbound customer journey to identify touchpoints for effective product marketing.
- Develop strategies to engage customers at various stages of the purchasing process.
- Provide product-related insights to influence future product development and provide regular reports to management, offering insights and recommendations for optimization.
- Provide training and support to sales teams to ensure they are well-equipped to communicate product features and benefits to customers.

The tasks, authorities and responsibilities outlined in this job description are not exhaustive and may evolve as the needs of the role and organization change over time.