

Marketing Specialist

Delta Group is the world's largest provider of switching power supplies and a major source for power management solutions, components, visual displays, industrial automation, networking products, and renewable energy solutions. Established in 1971, Delta Group has sales offices worldwide and manufacturing plants in Taiwan, Thailand, China, Mexico and Europe. As a global leader in power electronics, Delta is committed to environment protection and has implemented green, lead-free production and recycling and waste management programs for many years. Delta's mission continues to be: "To provide innovative energy-saving products for a better quality of life.

For our European Organisation, we are looking for a

Marketing Specialist UPS Business Unit

to be based in Hoofddorp the Netherlands, and help grow our Uninterruptible Power Supplies business in the EMEA region.

JOB RESPONSIBILITIES

- >> Manage and coordinate all marketing, advertising and promotional activities
- >> Conduct market research to determine market requirements for existing and future products
- >> Analysis of customer research, current market conditions and competitor information
- >> Develop and implement marketing plans and projects for new and existing products
- >> Manage the productivity of the marketing plans and projects
- >> Monitor, review and report on all marketing activity and results
- >> Determine and manage the marketing budget
- >> Deliver marketing activity within agreed budget
- >> Develop pricing strategy

- » Liaison with media and advertising

QUALIFICATONS

- » Business or marketing-related degree or equivalent professional qualification
- » Experience in all aspects of developing and maintaining marketing strategies
- » Technical marketing skills
- » Proven experience in customer and market research
- » Relevant product and industry knowledge
- » Experience with relevant software applications
- » Minimum 4 years of working experience, preferably in European IT business
- » Experience in marketing of IT hardware is a plus
- » Must be fluent in English, other European languages are a plus

SALARY

A good salary package depending on qualifications and experience and good secondary conditions are being offered.

Please send written applications in English only to:

Attn. HR Manager: **Irene Liu**

Email: iliu@delta-europe.com

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Delta Electronics Europe

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The Netherlands

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