



JOB VACANCY

SYREFL Holdings Sdn Bhd is group of companies provide engineering solution that deliver one-stop total building solution is invites applications for the following position: -

Job Title	Sales & Marketing Manager
Division	Sales & Marketing
Employment Type	Contract, Normal
Working Base	Office
Salary Range	MYR 8,500.00 to MYR 10,000.00
Employment Date	1 July 2021
Deadline of Application	21 May 2021

Job Scope

- Ensuring consistent, profitable growth in sales revenue through strategizing, planning and developing of effective sales strategy as well as positive planning, deployment and management of sales personnel.
- Oversee and lead Sales and Marketing Division and manage overall sales and marketing activities include formulating and executing strategic sales and marketing plans to drive sales performance towards meeting monthly and annual sales targets.
- Conduct feasibility study, competitor analysis and market study include marketability, demand, supply, trends and preferences to identify gaps, potentials and opportunities as well as to formulating sales and marketing strategies.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
- Involve in division budgeting, cost control and gross margin analysis, develop and review marketing plans and budgets, formulate the advertising and promotion activities, and sales pricing strategies, gross profit margin, and set KPIs.
- Research and capitalize on different marketing opportunities to improve product marketability and profitability.
- Prepare the sales performance forecast and periodic reporting and maintain up-to-date market information.
- Provide valuable market intelligence to marketing team for developing and planning of effective promotional strategies to increase marketability of projects undertaken.
- Identify opportunities to expand market/ clientele coverage in order to maximize sales revenue, increase market share and improve company branding and positioning in the market.
- Accomplishes marketing and organization mission by completing related results as needed.

Job Requirement

- Possess at least a Bachelor Degree or a Professional Qualification in any field.
- 10 to 15 years of experience in leading Sales and marketing team with proven track record in Engineering, Construction, Energy or Technology based product.
- Proactive, creative with attention to details, excellent problem-solving skills, resourceful with proven sales track record in increasing sales revenue.
- Language required fluent in English speaking and writing.
- Requires strategic planning skills and ability to translate corporate and business goals and objectives into realistic.