

Marketing and Sales Manager – Integrated Construction Management and ERP Software - 10+ Yrs. – Hyderabad, India.

Job Description

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We are looking to add a highly motivated Marketing and Sales Manager for Integrated Construction management Software. This is a great opportunity with a fast growing software company looking to expand our team. We seek an outstanding individual with 10+ years of marketing and sales experience with enterprise software products who wants an opportunity for career growth and the chance to grow within an entrepreneurial and innovative organization.

The Marketing Manager will be responsible for developing and delivering compelling product go-to-market strategies, establishing differentiated market positions, preparing, and delivering compelling positioning and messaging, and for building demand and market awareness of the company's solutions.

The candidate will work with the product and sales team to define the targets for the Company's products and solutions and execute the go-to-market strategy and deliver results aimed at achievement of customer adoption, client satisfaction and revenue growth objectives.

The Marketing Manager has a wide range of intra- and inter-departmental, company and industry responsibilities including market analysis, strategy, solution definition, positioning, competitive analysis, communication, packaging and promotion of the product and solutions being undertaken by the Company.

The ideal candidate will bring both strategic vision and solid execution skills. He/she must be willing to roll up their sleeves and do what it takes to create product revenue growth and lasting value. This individual will have a highly visible leadership role and will drive joint initiatives across product management sales, and marketing teams.

Responsibilities:

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- Define and implement both the near term and longer term strategy for positioning and marketing the Company' product.
- Develop and implement end-to-end product marketing programs that support business priorities and goals.
- Create content for collateral, sales tools, sales training and other outbound deliverables and educate internal and external communities.
- Lead product marketing initiatives relative to industry analysts, thought leaders and influencers.
- Author whitepapers on key product capabilities.
- Regularly present the company's value propositions and capabilities at partner events and company webinars.
- Work with the product team to define and set up new demonstrations to highlight the Company's product capabilities.
- Communicate the Company's USPs relative to the competition to sales teams and partner teams. Prepare competitive briefs as required.
- Devise tailored strategies for handling different focus areas of the Company's products.
- Support sales teams in different geographies with innovative product marketing strategies for their respective core focus areas.
- Review the Company's sales process and devise areas for reducing the closure time for deals.
- Periodically review win/loss metrics to identify areas of improvement. Work with product teams to address these areas.
- Develop and implement new strategies to gain new markets, map product trends and technology in

order to enhance the strategic positioning of the Company's products.

Requirements:

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- 10+ years of relevant experience with increasing responsibility. A significant amount of this experience should include work in early-stage private company environments.
- Must have a solid understanding of the company's core areas of focus virtualization`, multiuser Web based enterprise applications with central database etc on SaaS basis. OR must be an expert in Project management Software related to Construction industry , so he/she can hit the ground running.
- Must have a flair for communicating value propositions
- Must have worked in a customer facing role in pre-sales, product marketing, delivery, consulting, or others.
- Can deal with complexity at a global level, across multiple channels, across multiple product lines, with regard to multiple competitors and partners, and broadly with the market as a whole.

- Understanding of Project Management including working experience in Engineering, construction and manufacturing industries is an added advantage.

- Apart from Domestic Marketing, international marketing experience in dealing with corporate clients on software products for America, Europe, Asia including Australian countries is also required.

- Strong creative and content creation talents, capable of shaping product marketing strategy and leading a product-driven culture then delivering compelling content products.
- A combination of visionary, strategic and pragmatic skills, encompassing both strong strategic product marketing abilities and hands-on tactical involvement.
- Experience crafting solution delivery or product-based solutions to multiple vertical markets.
- Possesses strong organizational and time management skills, driving tasks to completion.
- Track record of working with analysts, partners, and other influencer communities.
- Skilled at researching, evaluating, developing and presenting product marketing selling content including positioning, messaging and solution selling concepts.

Keyskills

Software Products marketing, Software products Sales, Project Management Software products marketing and Sales, ERP products marketing and Sales, Engineering applications marketing and Sales

Desired Candidate Profile

Education-

UG: BE, B Tech or MCA (Preferably Civil Engineering)

PG: MBA (Preferably Marketing and Sales)

Interested Candidates may forward their resume to Ms. Sandhya @ sandhya@rajutech.com

Company Profile:

[Raju Tech Pvt Ltd](#)

Raju Tech was established in Australia in the year 2010. The founding member and Managing Director of this business is a Civil Engineer and comes with over 3 decades multinational experience in wide range of Engineering and Construction industry.

We are aiming to transform that valuable Engineering experience in to Engineering Services and promoting our business interests in the following three areas

- Project management Services
- Project Management – Software Product development

We have our software development and client support centre in Hyderabad, India.

We have started providing our world class project planning and control Services since the year 2011 to the wide range of industries and we have build our client base to over a dozen leading companies in Australia

We have also started working on the fast-growing information technology area since the year 2011, by developing an innovative and unique “” Integrated Construction Management software”” with easy to use and practical approach to world class standards and preparing to market the product internationally soon.

For Product details, visit our website www.projectontrack.net