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## **MARKETING EXECUTIVE**

Company: **AGENTIS INNOVATIONS** *a business unit of Athene Consulting Co., Ltd*

Job Title: **MARKETING EXECUTIVE**

Job Scope: **REGIONAL** (Asia)

Responsible To: **MANAGING DIRECTOR**

Based: **Bangkok** (*lower Sukhumvit Area, BTS NANA*)

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### **OUR COMPANY**

Agentis Innovations is specializing in developing and implementing milling automation controls and data management solutions (SCADA & PLC based). The industry that we are primarily operating within is the animal feed industry (Livestock, Aquaculture, Pet food). Our technology has been developed in Thailand and is now the standard throughout the Thai industry. Today our products can be found in more than 10 countries in the Asia Pacific region and in over than 400 plants including Charoen Pokphand Group, Betagro Group and GFPT Group. Our product range is designed to achieve the core goals of providing optimization, cost saving solutions and enhance the profitability of our customers. Agentis Innovations provides 6 unique groups of technologies, amongst of which; Feed Mill Automation, In-Line Moisture Control, Power Monitoring etc.

### **POSITION SUMMARY**

Due to growth and strategic improvement initiatives, Agentis Innovations is looking for a highly skilled and experienced professional for the role of Marketing Executive. This is a newly created position which will be based in Bangkok. The position offers a highly motivating and competitive environment for growth and excellent career advancement opportunities.

### **ROLE DEFINITION**

- To provide for a dynamic marketing and customer service platform
- The role will work alongside the management and the sales team to help develop, grow and support the Agentis Innovations brand and products sales into the Asian market and beyond
- Development of close working relationships with the company's Brand Agents and clients
- Identify opportunities for our product range
- Establish a strong reputation for our company as a supplier of quality and cost effective products along with outstanding services (excellent after sales and throughout technical services)
- Monitor and verify the performance of the products by collating surveys, testimonials, and by conducting post installation customer satisfaction surveys
- Assist to develop, communicate, implement, and monitor promotional activities and events
- Overseeing the social media strategy for the company
- Improving the usability, design, content and conversion of the company website
- Perform other duties required by the board from time to time



## DELIVERABLES

- Responsible for developing the required marketing material to support our products
- Organize and Manage corporate and industry events
- Develop the content for and manage the industry media
- Manage the company's promotional activities
- Responsible for the collection and analysis of market information
- Keeping the marketing database up-to-date, importing new data and updating records
- Responsible for maintaining and enhancing the company's Corporate Identity
- Responsible for Customer Service activities

## SKILLS & EXPERIENCE

- Masters Degree in Marketing
- Strong understanding of current online marketing concepts, strategy and best marketing practice
- Fluent in written and spoken English and Thai – further Asian language skills are of a benefit
- Advance user of multimedia platforms
- Advance user of Microsoft Office, graphic design and media editing software
- Minimum of 4 years previous experience in a similar role
- Able to travel internationally

**The ideal candidate for this role will have ambition and an ability to learn and advance quickly, taking full accountability for driving forward our business in the Asia markets.**

## APPLY NOW

*Please send your application including a detailed resume, stating current and expected salary, and recent photograph and references to:*

*yiannis@agentisinnovations.com*

## ENQUIRES

Please contact us by email: [yiannis@agentisinnovations.com](mailto:yiannis@agentisinnovations.com)  
Office Number: 02 653 1147 OR Mobile Number: 08 981 21154

