

Customer Marketing Manager at Ericsson

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Ericsson is a world-leading provider of telecommunications equipment & services to mobile & fixed network operators. Over 1, networks in more than countries use Ericsson equipment, & more than 40 percent of the world's mobile traffic passes through Ericsson networks.

Using innovation to empower people, business & society, we are working towards the Networked Society, in which everything that can benefit from a connection will have one. At Ericsson, we apply our innovation to market-based solutions that empower people & society to help shape a more sustainable world.

About This Opportunity

We are now looking for a Customer Marketing Manager to support customer engagements, drive account-based marketing execution and create impactful customer experiences with specific Customer Units CUs/accounts. The responsibility includes engaging with the sales organization in ongoing business and new business opportunities ensuring leads generation for sustainable growth. The Customer Marketing Manager will be responsible for two major Customer Units (South and East Africa alongside a Major Communication Service Provider (CSP) Operating Companies within Market Area Middle East and Africa.

What You Will Do

Analyze the account from market, customers and competitors' perspectives

Develop effective account strategy and plan for specific accounts per CU to accelerate adoption

Contribute to the high-performance marketing culture

Participate in sales account planning to share marketing insights and to develop insights for brand or specific portfolio positioning

Drive customer engagements and create impactful customer experiences within specific CUs, including planning, managing, executing and following -up on marketing campaigns around the customer journey driving collaboration between sales and marketing

Provide input on CU marketing content needs to global point of contact

Plan and execute customer-specific events, workshops, and activities based on global campaigns activation plans

Drive lead generation with specific accounts/Customer Units.

Measure activation success and analyze needed changes.

Build strong relationships with customer and account counterparts to engage early on in the sales journey and create the need for the customer.

Help to position Ericsson as a market leader and stimulate market growth.

You Will Bring

Account marketing knowledge & skills

Market insight and analysis

Business Acumen

Customer insight

Speaking and presentation skills

Relationship building

Core Competencies

Demand generation skills

Negotiations and value argumentation skills (customer/brand/portfolio)

Analytical & problem-solving skills

Value Creation Knowledge

Project management

Domain knowledge (industry/portfolio)

Communications skills (verbal/written)

Presentation skills

You Should Also Have

Customer knowledge.

University degree in Business, Marketing, Communications or equivalent training/experience.

5-7+ years of relevant experience.

Experience working in a dynamic and fast-moving environment.

Understanding of digital communications

Telcom & ICT background is preferred

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