Urgently Required
Marketing Manager

Computer Research Pvt. Limited is comprised of a core group of highly skilled professionals who started 22 years back, and since then they have guided numerous organizations in fulfilling their needs for hardware and software requirements. CRPL specialists have integrated their best skills and knowledge while implementing different projects. Over the last 22 years, CRPL has successfully completed several large, technologically advanced and complex projects in the telecommunication, engineering and financial sectors. With having well over 140 plus employees and with the presences in four major cities like, Karachi (head office), Lahore, Islamabad and Quetta.

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Job Description:

Maintain and update website
- E-Newsletter
- Products & Solution Information
- Manage day to day activity with PR, press and marketing communications agencies.

1. Managing and planning events like seminars, exhibitions and conferences
- Organize & Manage to send invitations to prospects customers and targeted industries
- Get feedback from visitors

2. Social Networking
- Maintain and update company information through social networking channels.
- Organize and implement client relations including:
  - client satisfaction surveys
  - client development activities
  - business promotions
  - special events

3. Lead Generation
- Generate lead for sales and business development team.
- Conduct client or market surveys in order to obtain information about potential customers.
- B2B Contacts
- Schedule appointments for sales representatives to meet with prospective customers
- Develop and deliver insightful presentations and strategies to sales staff.

4. Develop and administer marketing database
- Maintain healthy and authenticate database of target industries
- Includes client and prospect information, mailing list applications

Required Skills:
- Gender: Female
- Must have MBA majors Marketing from well reputed business school
- Any professional experience will be an advantage
- Willing to work in dynamic and challenging environments
- Excellent communication and presentation skills
- Excellent English language skills
- Self motivated and disciplined
- Strong Interpersonal and Marketing Skills

Candidate matching the above criteria please apply at resume@cr-pl.com latest by 10th July, 2011