

Outbound Marketing Specialist (m/f)

– Bangkok, THAILAND

About IQAir

IQAir AG is a worldwide leader in measuring and improving air quality. We help people lead longer, healthier lives by protecting them from air pollution and allergens at home, at work and on the go. At our Swiss Technology Center we develop and produce IoT air measurement devices and air purification systems for private, public and clinical applications. Our customers are governmental agencies, schools, medical facilities, Fortune 500 companies, embassies and health conscious individuals in over 100 countries. Our mobile air quality -app AirVisual and air quality data platform is used by over 50 million people around the globe.

As part of its global expansion, IQAir will open its newest regional support and service office in Bangkok. Join our global team of sales and marketing experts to help bring clean air to more people in Thailand and beyond.

Your Tasks

- **Market Research & Segmentation:** Researching and identifying ideal customer profiles and decision-makers within target industries to fuel outbound campaigns
- **Campaign Development:** Developing and executing outbound marketing strategies, including creating and optimizing personalized email sequences, ads, and other outreach materials
- **Outreach Execution:** Proactively contacting potential customers through various channels, such as cold emails, phone calls, social selling, and digital ads
- **Performance Analysis:** Analyzing campaign performance data, including open rates, click-through rates, conversion rates, and lead quality, to identify insights and optimize future strategies
- **Collaboration:** Working closely with sales and other marketing teams to align messaging, segment audiences, and ensure a seamless handoff of qualified leads

- Lead Qualification: Refining lead qualification criteria to improve the quality of the sales pipeline and increase conversion rates

Our Requirements

- Communication: Strong oral and written communication skills in Thai and English for crafting compelling messages and engaging with potential customers
- Analytical Skills: Ability to analyze data and metrics to measure campaign effectiveness and make data-driven decisions for optimization
- Strategic Thinking: Ability to develop strategic outreach plans and align marketing efforts with overall business objectives
- Tech Savviness: Proficiency in using marketing automation tools and other platforms for campaign management and lead generation
- Persuasion: Excellent persuasive skills to convince potential customers to consider products or services
- Adaptability: Ability to adapt and iterate on strategies based on campaign performance and market feedback

Our Offer

- Represent best-in-class air quality data, monitoring and air purification systems for residential, commercial and healthcare settings
- Competitive salary
- Work in small team with flat hierarchy
- Training from and direct access to product experts from Swiss headquarters

Place of Work

0 Bangkok, Thailand

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