



Dear All,

A leading ICT system, software application, Integrated Communication Systems, and Service Provider in Pakistan is looking for **Marketing Executive** for its **Karachi** office.

Company Profile:

ISA Ltd. has more than 25 years of expertise in Designing, Engineering, Integration, Commissioning, Information Security, Installation of Software Applications, and Network Services, and around 10 years of experience in software solutions, logo and web designing, ERP system, Mobile application development, and video teleconferencing.

Job Title: Marketing Executive

Job Code: MEK0222

Location: Karachi

Experience: 1-2 years in Sales & Marketing

Apply Before: Feb 06, 2022

Qualification: BBA/MBA in Marketing

Job Specification:

- Excellent written and verbal skills
- Should know the online marketing tools and best practices
- Critical thinking
- Analytical and Problem-solving skills



Job Description:

- Develop a thorough understanding of company products
- Managing campaigns on social media.
- Organizing events and product exhibitions
- Conducting research and analyzing data to identify and define audiences
- Updating databases and using a customer relationship management (CRM) system
- Present, promote, and sell products/services using solid arguments to existing and prospective customers
- Lead generation through social media/website/email marketing and cold calling
- Evaluation of Lead requirement and identification of processes.
- Gathering client's initial requirement
- Qualifying and managing opportunities including writing proposals
- Conduct Meetings and Demos with Clients.
- Managing the sales process by identifying technical needs, continuing strong collaboration with customers' technical teams, and negotiating/closing the offers.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs

The company offers a market-oriented salary package with ample opportunity for creativity and career growth.

Apply at hr@comstar.com.pk (Please mention Job Code in Subject)