

Sales Support and Marketing Specialist – MENAT
Full time – home based

ACCUCOMS offers telesales and commercial representation services to an expanding portfolio of society, academic, nonprofit and commercial publishers. As one of the leading sales and marketing agencies for publishers we are looking for an enthusiastic Sales Support and Marketing Specialist to help support and carry out our ambitious marketing programmes. In this role you will be involved in all aspects of the development and delivery of our communication and promotional campaigns.

The position

This position will be part of our MENAT (Middle East, North Africa and Turkey) team based in Turkey, home-based and reporting to the Commercial Manager MENAT. The primary role is to support the sales strategy in Middle East, North Africa and Turkey, assisting with a wide variety of activities including coordination of local promotional campaigns, collation and preparation of material, lead-generation and qualification, research and reporting. The post holder should be flexible and willing to undertake a wide variety of activities – both routine and challenging.

Main tasks

- Supporting the Commercial Manager (MENAT) in promoting publisher products and services in the region.
- Supporting sales team, closely work with them to ensure high quality customer service, invoicing, follow up customer requests and extend assistance while they are continuously traveling visiting customers
- Assisting building new business, maintain current, throughout MENAT libraries including consortia and academic/research/corporate institutions.
- Promoting telemarketing services, prospecting new customers, identifying and creating business leads and potential clients.
- Cold calling on accounts as required and coordinating mailing campaigns with publishers.
- Calling customer promoting products and services as requested.
- Handling and building customer database, and maintaining full and organised records.
- Proactively developing new ideas to increase marketing and sales opportunities in the region.
- Creating and using market research information and local knowledge to enhance performance.
- Supporting clients and customers on operations.
- Supporting the Marketing Manager in managing all active social media accounts.
- Writing press releases as needed.
- Translation of English materials into Turkish for promotional purposes
- Managing and coordinating events in the region
- Traveling if needed according to business needs and as necessary.
- Other tasks assigned by management.

Your profile

- 5+ years of relevant experience
- Excellent verbal and written English and Turkish (Arabic in addition would be a plus)
- Relevant qualification within Business or Marketing
- Commercial and market awareness
- Cultural awareness

- Knowledge and experience in MENAT region
- Presentation skills
- Ability to forge effective business relationships with internal colleagues and external contacts
- The ideal candidate will be proactive, well organized and be able to work alone as well as part of a small team
- Experience in Sales Support, Marketing, and/or Customer Support would be an added advantage
- Excellent interpersonal skills
- Confidence and tenacity to pursue leads, overcome obstacles, and secure prospects.
- Ability to focus and work towards achieving the goals set by the direct manager in a timely manner and respecting deadlines
- Excellent PC skills in Word, Excel, PowerPoint and willingness to learn other packages if required

ACCUCOMS offers you an interesting and challenging position within an international, multilingual and dynamic company, a competitive salary and the opportunity to work on behalf of some of the world's leading publishers and independent journals.

ABOUT ACCUCOMS

ACCUCOMS is a leading provider of sales and marketing services to academic and professional publishers worldwide. Since 2004 ACCUCOMS has acquired extensive expertise in global representation, telesales and business intelligence services to clients ranging from large publishing houses to specialist society publishers. Our multilingual staff is operating from our locations in The Netherlands, USA, Latin America, India, South East Asia, Turkey and the Middle East. ACCUCOMS is specialized in projects aimed at contacting librarians on behalf of publishers interested in boosting their sales, expanding their readership worldwide, and increasing customer retention by means of customer support and training services.

www.accucoms.com

TO APPLY

Please send your letter of application plus CV to Eyad Mohammad : Eyad@accucoms.com

Closing Date: March 1st 2017