

Sales Specialist (KSA), Sales Specialist (UAE) and Digital Marketing Specialist-Anker

Anker Innovations is a global leader in smart charging technologies and a developer of consumer products for the home, car and more with over 30 million customers in more than 100 countries

1. Sales Specialist:

Location: Riyadh, KSA

Major: degree in Business Administration, Management, or any related field

Experience: fresh graduates are accepted

Major Responsibilities:

- Develop existing channels, retailers, telco, resellers, B2B, SMB Etc.
- Create business plans for your accounts;
- Hit targets and KPI on a monthly basis;
- Generate leads and cold call prospective customers;
- Meet with customers/clients/retailers face to face / VC / Via Phone;
- Discuss and plan promotional strategy/budgeting and activities with the marketing department;
- Liaise with the finance team, warehousing, and logistics departments as appropriate;
- Seek ways of improving the way the business operation;
- Attend seminars, conferences, and events where appropriate.

Additional Requirements:

- Willing to travel on a regular basis.
- Driving license is a plus.
- Arabic and English speaker (Mandatory)

2- Digital Marketing Specialist:

Location: KSA

Major: degree in Mass Media and Communication, Marketing, Business Administration, or any related field

Experience: 1-2 years proven working experience in digital marketing, particularly within the technology industry

Major Responsibilities:

- Manage the creation of relevant and engaging digital content for all channels, including websites, and social media platforms.

- Develop and manage the digital marketing budget, ensuring effective allocation of resources.
- Stay up-to-date with digital marketing technologies and advancements, applying insights to improve marketing efforts.

Additional Requirements:

- Experience with SEO/SEM, email marketing, social media, and display advertising campaigns.
- Proficiency in marketing automation technology and digital marketing tools/platforms.
- Fluent Arabic language mandatory
- Experience of working with Meta, TikTok, Snap & Google advertisement tools & dashboards.
- Experience with CRM software and digital analytics tools (e.g., Google Analytics).
- Knowledge of web design principles and content management systems.
- Familiarity with graphic design software (e.g., Adobe Creative Suite).
- Occasional travel for industry events or company meetings may be required

3- Sales Specialist:

Location: Dubai, UAE

Major: degree in Business Administration, Management, or any related field

Experience: fresh graduates are accepted

Major Responsibilities:

- Identify new business opportunities for all Anker Brand;
- Develop existing channels, retailers, telco, resellers, B2B, SMB Etc;
- Create business plans for your accounts;
- Hitting targets and KPI on a monthly basis;
- Generate leads and cold call prospective customers;
- Meet with customers/clients/retailers face to face / VC / Via Phone;
- Carry out sales forecasts/pipeline and analysis and present your findings internally;
- Discuss and plan promotional strategy/budgeting and activities with the marketing department;
- Liaise with the finance team, warehousing, and logistics departments as appropriate;
- Seek ways of improving the way the business operation;
- Attend seminars, conferences, and events where appropriate.

Additional Requirements:

- Willing to travel on a regular basis
- Driving license is a plus.
- Arabic and English speaker (Mandatory).

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb,
Ext. 7801; 7802