



CAA Communication And Accessories Int. GmbH
P.O.Box 36154 Kampala

Tel No. +256-704-935-882
Email: office-ug@caaint.com

Job Description

Job title	<i>Marketing Engineer</i>
Reports to	<i>Country Manager</i>

Job Purpose

To apply technical knowledge to sales and marketing campaigns. To help internal sales teams and external clients understand the technical aspects of the CAA products and to bridge the gap between the marketing side and the engineering side of things.

Duties and Responsibilities

Hold Instructional Demonstrations

- Hold instructional demonstrations for clients and other team members to show how the product works. These presentations typically translate technical information into layman's terms so everyone can understand the technical benefits of the products
- Provide technical plus application information support to team members as well as customers.
- Prepare instructional, descriptive and application literature for existing and new products along with competitive products' periodic reports.
- Suggest suitable product usage to consulting clients as well as contractors.
- Select apt products from current inventory and develop new products to attain customer demand.

Support Sales and Marketing Efforts

- Support sales and marketing efforts in whatever way possible.
- Travel to conferences and external sales calls.
- Help formulate marketing campaign strategies.
- Prepare, maintain and update documents and sales tools for using product presentations along with technical training seminars.
- Identify opportunities and execute marketing campaigns to place CAA's products on the market.
- Maintain pricing information on choice products.
- Participate to provide long-term pricing policy to maximize profits to maintain customer satisfaction.
- Monitor product sales to analyze pricing plus promotional requirements.
- Collect and maintain competitive information to present complete market evaluation for specific products.
- Participate to develop and introduce new products' process.
- Develop detailed knowledge in different main application areas crucial to marketing division like Solar Home systems (SHS), Commercial Systems, Solar Water Pumping etc.
- Investigate plus develop positions in current and new application areas.



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Create Technical Documentation

- Prepare Technical documentation like white papers, troubleshooting guides, and design guides are crucial to the continued success of a product for both internal team members and external clients.in conjunction with technical writers.

Train Marketing Staff

- Training of new marketing staff. This training may take place several times as new employees join the team or as new products are released.
- Train Sales Force plus distributors as how to sell, specify and suitably apply marketing products.

Research Competitor Products

- Responsible for researching information about competing products, both technical and marketing. As they research these topics, they report their findings to marketing directors and managers.
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Qualifications

Education

- A bachelor's degree in engineering directly relevant to the Solar Sector from a recognized University.
- Additional training or certifications in Marketing will be an added advantage.

Experience

- At least three years' experience in a technical marketing role.

Technical writing

- Write technical documentation and presentations ideas in a clear, concise and consistent manner

Field experience with clients

- Should also have previous experience with clients in the field and should be able to speak well in client-vendor situations

Data collection and analysis

- Collect data and analyze it to create a big-picture visualization of competing products

Communication skills

- Excellent interpersonal communication skills to facilitate easy working with clients and internal departments.
- Clear communication and the ability to deliver complicated information in manner that's easy to understand.