



ONE VIOS Limited  
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**April 1, 2016**

## **Job Description: Technical Marketing Assistant**

### **Job purpose**

The Technical Marketing Assistant (TMA) will lead efforts to promote ONE-VIOS™ with potential industry partners (telcos, banks, other ICT players) and licensees. For partners, the TMA will position ONE-VIOS™ in a manner that will provide core capabilities for national and international product launches. For licensees, the TMA will focus on driving adoption of the technology across government, business, and community sectors.

The TMA must be able to combine their technical and marketing knowledge and competences in order to broaden support for ONE-VIOS™ among target partners and fulfill the company's sales objectives and goals. Additional responsibilities include providing market insights in order to prioritize development activities, analyze the market trends and expectations, and develop new sales and promotion techniques.

### **Main responsibilities**

- Design, develop and carry out technical marketing strategies
- Establish and develop technical marketing objectives and goals
- Establish and maintain long-term relationships with partners and licensees
- Analyze and interpret marketing trends concerning technical products or services
- Prepare and present analytical reports
- Organize and conduct research activities
- Evaluate the consumer's needs and expectations and help drive development priorities

- Design and develop promotion strategies and techniques
- Develop marketing and promotion campaigns
- Ensure compliance with corporate image standards
- Establish sales and marketing budgets

### **Required Skills**

- Excellent oral and written communication skills (native English speaker or skill level)
- Ability to grasp and convey complex technical concepts
- Strong interpersonal and presentation skills
- Professional appearance and behavior
- Negotiation skills
- Attention to detail, particularly in contract reviews
- Ability to analyze and interpret data
- Able to understand market trends and customer needs
- Able to work under pressure and meet deadlines
- Technical knowledge and computer proficiency
- Ethical and responsible
- Self-motivated and able to work independently
- Willingness to travel

### **Education and Experience**

A Bachelor's degree or equivalent in a technical or marketing discipline is recommended. Previous management experience in a sales and marketing role with an ICT company required.

### **Salary and earnings**

To be negotiated based upon experience and qualifications.