



## Marketing/Business Development Project Manager

### **Job Description:**

Meridian Innovation is recruiting an experienced and highly energetic Marketing/Business Development Project Manager to align our company goals with government programs, promote and develop business for our infrared imagers. This position will involve working in a fast moving cross-discipline and highly creative environment. Daily job activities will include interfacing with customers and government officials with some administrative duties, often working closely with team members, vendors and partners to manage projects from conceptual to final stage.

The ideal candidate is a highly mobile and adaptive forward thinking person, able to take ownership of complex processes while executing on immediate short term deliverables. Key skills will include complex problem solving, team management, superb documentation / presentation skills and excellent team interaction. The candidate must also possess excellent verbal and written communication skills in English and Mandarin. Meridian Innovation is a well-funded start-up with operations in Hong Kong, Singapore, USA and UK, focusing on thermal imaging for commercial and consumer applications. This is a unique opportunity to join our talented and very experienced team and help shape the future of our products.

### **Basic Qualifications**

- Self-motivated, creative, hard-working person with a leadership and entrepreneur mind set
- Assist in any government liaison and funding applications
- Provide general public relationship support for visitors and guests
- Liaise with other Executives to handle requests and queries from senior managers
- Develop and execute marketing/business development programs including but not limited to promotional programs, events (trade shows, seminars, webinars), and projects management
- Manage marketing plans on a quarterly basis – should align with strategic objectives with clear goals that have been agreed upon with internal stakeholders and partners
- Research industry trends and provides competitive analysis
- Drive creation of a wide range of marketing materials to support ongoing marketing programs
- Ability to recommend and develop marketing programs that best leverage the partners strengths
- Manage and improve, on an on-going basis, our company's presence, ensuring brand consistency, professional outreach, up-to-date product listings, etc.
- Measure the effectiveness of marketing efforts and recommend areas of improvement
- Report on marketing projects' progress to Executives
- Recommend marketing budget and identify opportunities for optimal exposure



**Desired skills**

- Bachelor / Master degree or equivalent experience in Marketing, Business or a related field
- +5 years of industry experience in a marketing role working with technology products
- Working knowledge and Proficient in MS's Word, Excel, Project, Power Point
- Strong ownership and drive for success
- Experience with working with government, writing and submitting proposal
- Experience in developing and managing marketing strategies and prioritizing projects
- Experience with B to B on consumer electronics, a plus
- Excellent written communications with ability to compose products and marketing materials
- Must be available to travel internationally
- Proficient in English and Putonghua

**Job Location(s):** Hong Kong

**Please contact Meridian Innovation (HK) LTD:** [HR@meridianinno.com](mailto:HR@meridianinno.com)