

Universal Electronics Inc. (UEI) is the global leader in wireless control technology for the connected home. UEI designs, develops and delivers innovative solutions that enable consumers to control entertainment devices, digital media and home systems. Our products have been adopted by many companies in the consumer electronics, subscription broadcast and computing industries.

With our ONE FOR ALL products we are market leader in selling Universal Remote Controls, Antenna's and other Audio/Video accessories through retailers and distributors worldwide. Our corporate headquarters is located in the US. Our office in Enschede is responsible for the Subscription Broadcasting business for the EMEA region and the global Consumer division of the Company.

In our Product Management/Marcom team we have a vacancy for a

Temporary Product Marketing Coordinator (24hrs) – 6 months

Role

The Product Marketing Coordinator (PMC) is responsible for executing all kind of supporting tasks for the Product Management, Marketing and Sales dept (i.e. giving support to the Product Managers, Mar Com Managers, and the management of the dept). These supporting tasks will help the departmental activities according to the defined processes and procedures.

Position in the organization

The PMC reports directly to the Director Product Management and has dotted line reporting the Senior Marketing Communications Manager.

Main tasks and responsibilities

Giving support to daily working processes of the PM/Marcom dept.

1. Marketing Communications:

- End responsible for managing and updating the OFA Portal.
- Initiates improvement plans to optimize the OFA portal
- Send-out monthly updates to Portal users
- Safe guard security and management of access to portal
- End responsible of the Marcom Toolbox, maintain / upload / distribute. Takes initiatives to improve the process

2. Trade Marketing:

- End responsible for all printed materials. Takes initiatives to improve the process
- Organization of Tradeshow's,
- End responsible for all Meeting and Show rooms. Takes initiatives to improve the process
- End responsible for all sample distribution towards sales and PR agencies. Takes initiatives to improve the process

3. Product Management Communication:

- Coordination of standard PIP execution (Copy Text, Sales Presentation check, product leaflets, product images, packaging & 360 images, graphics, product sheets)
- End responsible of all PM/Marcom translations. Takes initiatives to improve the process

4. Act as system administrator for the CRM program for retail and business-to-business unit

- Upload weekly dashboards by checking the library upload and usage of the CRM system
- Collect, analyze and recommend new CRM< report to be made, in order to improve monitoring of the business
- Giving first line support to system users (i.e. sales teams)

5. Monitor usage of CRM system for all countries

- Checking content of CRM tool by country/ sales person on:
 - Customer contact details
 - product pictures
 - Point of Sale information
- Monitor and report on completeness and fluctuations on top 10 accounts per sales person

6. Department Expense Administration

- Expenses management, maintain the Project Administration, create/manage PMM PO's, CER's, manage Expenses overview / collect data for PMM development forecast.
- Report on Marketing and PM expenses

7. Product Management support

- Monitoring and chasing the PMR process, attend PMR meeting and update internal organization on PMR status on weekly basis, according defined process
- Cost price management, maintain retail cost sheet, supply costing (daptive) to the internal organization and follow process in supplying and releasing cost of the retail products.

8. Back-up function in case of sickness, holidays and overload

- Back-up of Digital & Online Specialist for CMS coordination
- Back-up of Sales Support team members
- Back-up for PDS creation
 - Create product specification sheets (PDS) for all retail products
 - Maintain and finalize required information for PDS sheets (e.g. EAN codes, measurements, etc)
- Back-up for PM project administration
 - Expenses management, maintain the Project Administration, create/manage PMM PO's, CER's, manage Expenses overview / collect data for PMM development forecast.

Internal contacts:

- Product Management
- Sales (OFA sales)
- Operations
- Marcom

External contacts:

- Distributors
- Customers

Required education and expertise:

- HBO level
- Product knowledge
- Commercial sense
- 2-3 years of relevant working experience

Required expertise and skills:

- Accuracy
- Planning and organizational skills
- Good communicative skills
- Written and oral skills in English
- Knowledge of MS Office, MS Projects, SF CRM applications

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