Synteleia
INDUSTRIES CORP.

Unit 10F 10th Floor One Corporate Place
Maple Grove Blvd. Maple Grove Tejero,
General Trias Cavite, Region IV-A (Calabarzon)
www.synteleia.ph

JOB DESCRIPTION

MARKETING STRATEGY CONSULTANT
Location: General Trias, Cavite

I. Job Purpose and Objectives:

The Marketing Strategy Consultant will develop and guide Synteleia's marketing strategy, strengthen its brand presence, identify growth opportunities, and create demand generation programs that support revenue objectives across the company's products and services.

II. Job Responsibilities and Tasks:

Strategic Marketing

- Develop Synteleia's overall marketing strategy and roadmap.
- Define market positioning and competitive differentiation.
- Identify target customer segments and buyer personas.
- Recommend go-to-market strategies for new products and services.

Brand Development

- Refine and strengthen the Synteleia brand.
- Develop brand messaging and value propositions.
- Ensure consistency across digital and offline channels.
- Guide corporate communications and thought leadership initiatives.

Digital Marketing Strategy

- Review website effectiveness and user experience.
- Recommend SEO and content marketing strategies.
- Establish marketing KPIs and reporting frameworks.
- Assess marketing technology tools and CRM requirements.

Market Intelligence

- Conduct competitor and industry analysis.
- Identify emerging opportunities in AI, property management, fleet management, and enterprise solutions.
- Recommend strategic partnerships and market expansion opportunities.

III. Job Specifications:

- Bachelor's Degree in Marketing, Communications, Business Administration, Advertising, or related field
- Minimum of 5 years of experience in strategic marketing.
- Experience in SaaS, AI, enterprise software, property technology (PropTech), or fleet management solutions.
- Experience managing both digital and traditional marketing campaigns.

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- Strong executive communication and presentation skills.

Be part of something bigger.

We're committed to creating meaningful opportunities, strengthen communities, and providing property management services that make a difference.

If you're excited to make an impact, let's build something remarkable together!

Send your updated CV/resume to: signmeup@synteleia.ph