

# United Arab Emirates Jobs Expertini®

## (Senior) Strategy Manager

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Company: The MENA Catalysts, Inc.

Location: united arab emirates

Category: other-general

### Key responsibilities

Project Delivery, Government Outreach, Client development, B2B Marketing, Knowledge Management

### Summary

**Business Development:** Proposal development; develop client presentations in Google slides; develop market entry strategy for high tech multinational client candidates

**Marketing:** Content marketing, partnerships, and external affairs

**Strategy:** Go-to-market strategy for clients, and sharpen TMC's GTM company business planning

**Managing:** Knowledge management, and opportunities for certain key aspects of general management

**Writing:** Meeting outreach, trip briefs, B2B content marketing to raise the firm's profile to drive client engagement with TMC.

**Project Execution –** Drive project implementation 1-2 projects (ideally) and possibly 1-2 proposals weekly

**Project manage** a client engagement, for instance, a CEO's upcoming trip to the UAE in a month, including

a trip preparation brief for the client CEO (we have a template with the structure)  
Edit and craft outreach message templates that we send to secure meetings for Clients.  
Secure meetings with TMC's CEO support for clients in writing with the priorities and "painpoints" of the UAE stakeholder meetings— to align stakeholders on common agenda to produce organized, focused, pitch meetings.  
Delivering initial phase of client Middle Eastern market expansion strategy and intelligence projects for fintechs, crypto, and AI multinationals

Arrange, and drive high level meetings with government stakeholders to understand their policy priorities and concerns to troubleshoot/solve client problems.  
Translate client priorities to clear work scope, division of roles, developing execution plan, basic project budgeting, and, eventually, delegate internally (strategy consultants, paid interns) and externally (subject matter experts, contractors/consultants).  
Formulate and test hypotheses; storyboard, and create nuanced, actionable market entry strategy for clients expanding, primarily in the Gulf. In some cases, you will be asked to travel.  
Edit and review: ensuring projects are delivered on time and to the highest standards  
Resolve project issues as they arise, including difficulty finding information, miscommunications, allocation of resources, changes, managing risks, etc.

## Management

Work closely with senior management to build the organization TMC - and develop long-term internal relationship. Invest the time to learn new AI platforms and the field of government relations consulting, to deliver TMC services

## General Management and Coordination

Managing upwards to firm leadership - Escalate smartly. Provide project tracking and reporting to TMC CEO on a regular basis on progress, changes or bottlenecks, to ensure that milestones (for instance, on project managing a trip, or later in proposal development) and goals are high impact, feasible and professionally done.

Distill organization goals to business planning, to drive organizational agenda

Synthesize complex information into takeaways and recommendations for CEO

Knowledge Management:

Find platforms to help us use AI to auto-vacuum up and auto-distill, analyze, and present – the vast amount of news on Gulf financial policy/regulatory shifts, governments and competitors – to TMC management, in a user-friendly way.

Help on other functions aligned to business priorities including employer branding, marketing, logistics, and periodic financial tracking.

Business development Strategize, execution of lead generation

Month 1:

Refine and sharpen a systematic, organized proposal for an international online stock trading platform

Edit and strengthen a pitch to an Asian fintech multinational that wants help in the Gulf.

Organize meetings with client prospects (no rolodex expected)

Month 3

Help to scale sales growth, drive lead generation, and manage the sales pipeline

Generate brief BD status email that TMC leadership and you can track; implement and track your business development actions on CRM software for instance nutshell, Proposify, or even Google Sheets.

Month 4 and going forward (ideally)

Drive and oversee business development proposals, for example market entry strategy proposals in Google Docs, or Google slides

Systematically reach out and deepen conversations with prospective clients, consistently tracking progress in writing.

## Marketing

B2B Content marketing: develop intellectual capital on key themes to raise the firm's profile

### Content Marketing - Content Creation

Develop compelling content — including writing a project brief to a graphic designer to make an infographic, or for you to develop a newsletter to clients or, in-person presentations —in arresting, engaging style that drives media awareness and clients' engagement with The MENA Catalysts.

Develop marketing materials to elite clients, commission visuals, buzz videos and infographics (we can commission a junior graphic designer that you/we select) for LinkedIn bringing a human voice for fintech and crypto multinationals to Gulf markets.

Nice-to-have (but not top priority) Create profile-raising opportunities on timely, relevant topics that leverage the firm's expertise to raise Firm's Profile: For instance, secure speaking slots at large events for TMC Leadership. Outreach: Email or message event organizers on CEO's behalf to establish rapport and set up meetings for speaking engagements.

## Advantageous

You're a dreamer. You make the complex simple.

Cool under pressure. You can settle disputes with minimal noise

Have a "growth mindset" and embrace constructive feedback

Clear, concise communications skills

Team player

High attention to detail

Experience producing B2B client proposals to fintech multinationals and investors

Managing upwards effectively

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