

United Arab Emirates Jobs Expertini®

Acquisition Strategist (Outsource) United Arab Emirates Posted on 10/18/2023

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Company: Abu Dhabi Islamic Bank PJSC

Location: , , United Arab Emirates

Category: other-general

Role : Acquisition Strategist **Location** : Jafza / Dubai **Role Purpose**: The acquisition strategist is responsible for developing and executing comprehensive strategies to drive customer acquisition and expansion. This role involves analyzing market trends, identify target audience, devising innovative campaigns and initiatives to attract and convert customers. The acquisition strategist collaborates cross-functionality to optimize marketing efforts and achieve objectives.

The ideal candidate will have prior experience of banking sales origination and lead management systems.

Key Metrics:

- **Strategy development:** Create data driven customer acquisition strategies
- **Market analysis:** Research on trends, competitive landscape and customer behavior to identify potential opportunities for growth
- **Target audience identification:** Define and redefine customer segments based on demographics and behavioral data
- **Campaign planning:** Develop and over see campaigns to generate leads and drive customer conversions
- **Channel optimization:** Allocate budgets effectively across channels
- **Performance tracking:** Monitor and analyze the KPIs
- **Experimentation:** Do A/B testing to optimize conversions
- **Budget management:** Manage budget for acquisition campaigns
- **Reporting:** Regular reports on campaign performance, insights and recommendations to management
- **Analyze sales data and identify opportunities for improvement.**

Key Accountabilities of the role:

- Monitor and track performance and identify areas for improvement.
- Ensure all assigned

leads to team are attended to by agents immediately• Performance Reporting and planning for team level targets• Oversee the development and execution of sales campaigns. • Adhering to Compliance and ethical standards• Performance reviews and feedback• Continuous learning and development• Market analysis and competitor insights

Specialist Skills / Technical Knowledge Required for this role:

1. bachelor's degree in business or a related field.
2. Proven experience in marketing and digital advertising
3. 5+ years of experience in the financial services industry in the UAE.
4. Excellent communication and interpersonal skills.
5. Ability to work independently and as part of a team.
6. Proficient in Microsoft Office Suite.
7. Understanding of banking sales origination and lead management systems.
8. Business sales acumen

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