

United Arab Emirates Jobs Expertini®

Associate Marketing Manager

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Company: invenioLSI

Location: , , United Arab Emirates

Category: other-general

About invenioLSI The largest independent global SAP solutions provider serving the public sector as well as offering specialist skills in media and entertainment. We bring deep expertise combined with advanced technologies to enable organizations to modernize so they can run at the speed of today's business. We know how to navigate the extraordinary complexities of international businesses and public sector organizations, working with stakeholders to drive change and create agile organizations of tomorrow using the technologies of today.

Learn more at www.invenioLSI.com.
Role - Associate Marketing Manager
Overview We are seeking a talented and experienced Associate Marketing Manager to join our global team. The Associate Marketing Manager will play a pivotal role in developing and executing strategic marketing initiatives to enhance the visibility and reputation of invenioLSI in our Middle East Regions. The ideal candidate will be passionate about technology, possess a deep understanding of marketing strategies, and have a proven track record of driving impactful campaigns.
Skills & Qualifications Bachelor's degree in Marketing, Business Administration, or related field. Fluent in English and Arabic. Proven experience in marketing roles, with a minimum of 2 years of relevant managerial experience in the B2B technology sector. Knowledge of the SAP and MuleSoft ecosystem, including industry trends, competitors, and customer needs. Understands regional cultural differences and the supporting marketing trends. Demonstrates expertise in developing and executing effective marketing campaigns. Understands SEO tools, Key Words, and Google Ads/ LinkedIn Ads. Creative thinker with a passion for innovation and problem-solving. Results-oriented with a track record of driving measurable business outcomes. Experience using design tools:

Canva and/or Adobe Suite. Experience using a CRM tool like HubSpot. Strong public speaking skills, enabling effective communication in presentations and webinars. Responsibilities Develop and execute comprehensive marketing strategies to promote invenioLSI's services and solutions in the SAP and MuleSoft ecosystem. Generate regional press opportunities. Manage end-to-end marketing campaigns. This includes research, maintaining a marketing planning calendar, budget, scheduling, lead generation, and analytics). Collaborate with Sales, PreSales, and technical teams to create compelling marketing materials, including website content, case studies, whitepapers, and presentations. Plan and coordinate participation in industry events, conferences, and tradeshows to showcase invenioLSI's expertise and establish thought leadership. Conduct market research and competitor analysis to identify trends, opportunities, and challenges, and use insights to refine marketing strategies. Build and maintain relationships with key stakeholders, including clients, partners, industry influencers, and media outlets. Develop a lead nurture strategy that is specific to our Public and Private Sector audiences. Business Skills Excellent oral and written communication skills, the ability to communicate with others clearly and concisely. Possess a strong marketing mindset and ability uphold core objectives with multiple stakeholders Ability to work with senior executives to deliver solutions and outcomes. Experience with Microsoft Office suite including Word, Excel, PowerPoint, and Visio. Ability to do research and perform detailed tasks. Strong analytical skills. Aptitude for working in a team environment; problem-solving skills, creative thinking, communicating clearly and empathetically, strong time management, and ability to collaborate with all levels of staff. Has knowledge and experience in the client's industry. Have flexibility to work remote or onsite in the Dubai office location, and is able to manage working with team members across multiple time zones. Ability to exhibit a high level of professionalism while engaging with partners and colleagues. Create professional relationships with clients. Demonstrated flexibility to undertake tasks beyond assigned responsibilities in support of team goals. Ability to identify upsell opportunities and assist in the management of scope. Helps develop overall marketing messages. Ensures quality implementation (works with QA program). Participates in Pre-Sales as part of the client pursuit team. invenioLSI is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status,

physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances. invenioLSI's management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities and programs and general treatment during employment.

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