

United Arab Emirates Jobs Expertini®

Chief Marketing & Brand Officer

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Company: Quest Search & Selection

Location: United Arab Emirates

Category: other-general

The Role

As the Chief Marketing and Brand Officer, you will be instrumental in shaping and executing the marketing and branding strategy for our esteemed agricultural company. You will play a pivotal role in elevating our brand presence, driving market penetration, and fostering customer engagement. Reporting directly to the CEO, you will lead a talented team of marketing professionals and collaborate closely with cross-functional teams to achieve strategic objectives. * Develop and implement comprehensive marketing and branding strategies to strengthen our company's position as a leader in the agricultural industry. * Lead the development of a compelling brand story that communicates our company's values, mission, and unique selling propositions. * Oversee the creation of high-impact marketing campaigns across various channels, including digital, print, events, and sponsorships. * Drive brand consistency and integrity across all touchpoints, ensuring alignment with our company's vision and values. * Collaborate with product development teams to ensure that marketing initiatives are aligned with product offerings and market needs. * Conduct market research and analysis to identify trends, opportunities, and consumer insights that inform marketing strategy and decision-making. * Monitor and analyze competitive landscape and industry trends to identify areas for differentiation and growth. * Build and maintain strong relationships with key stakeholders, including customers, suppliers, partners, and industry influencers. * Lead, mentor, and develop a high-performing marketing team, fostering a culture of creativity, collaboration, and excellence. * Develop and manage marketing budgets, ensuring efficient allocation of resources and

maximum ROI. * Track and report on key performance metrics, providing insights and recommendations for continuous improvement. We request that candidates send their CV as a Microsoft Word document where possible. Quest Search and Selection is acting as an Employment Agency in relation to this vacancy.

Requirements

* Bachelor's degree in Marketing, Business Administration, or related field; MBA preferred. * Proven track record of success in senior marketing roles within the agricultural industry, with at least (insert number) years of experience in marketing leadership positions. * Deep understanding of the agricultural industry, including market dynamics, trends, and customer needs. * Strong branding expertise with experience in developing and managing brand identities for large-scale organizations. * Exceptional leadership and communication skills, with the ability to inspire and motivate teams. * Strategic thinker with a results-driven mindset and a focus on delivering measurable business outcomes. * Analytical mindset with the ability to leverage data and insights to drive decision-making. * Ability to thrive in a fast-paced, dynamic environment and manage multiple priorities effectively.

About the company

Quest Search & Selection is a specialist recruitment consultancy with over 20 years' experience in sourcing the world's best candidates for the global Retail, FMCG and Hospitality sectors. With offices in the UK & Dubai, we have an international presence and a global reach. Our recruiters place candidates locally and internationally for a wide variety of roles focusing on the following areas: Retail Buying & Merchandising, E-commerce & Digital, Food & Beverage, Hotels, Hospitality & Operations, Retail Stores & Operations, HR & Recruitment, Procurement, Supply Chain & Logistics, Sales & Marketing, Technical and New Product Development. We work in partnership with our clients who range from famous international brands within the Retail, Restaurant, Hotel and Consumer products space. Our reputation is built on our in-depth understanding of the industry and our consultants' skill, knowledge and passion for their sectors.

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