

Cluster SBU Marketing Manager Jobs in Dubai

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Company: British Council

Location: dubai

Category: other-general

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Description:

To support the Senior Marketing Manager, English in the development and implementation of the cluster/country marketing strategy and plans for English, ensuring alignment to the regional and global marketing strategy and brand, and to work in partnership with the English SBU to ensure that marketing programmes enable required business targets.

Job Responsibilities:

a-Supports the Senior Marketing Manager, English to develop and execute marketing plans for English in the cluster/country, ensuring they drive and support the regional strategic objectives for the British Council in a flexible, cost-effective way.

b-Develops and executes campaigns to support a variety of routes to market and maximise impact and share of voice.

c-Monitors and reports on agreed marketing KPIs for English in the cluster.

d-Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks.

Job Requirements:

a-Relevant Bachelor's degree in marketing, or equivalent level of experience

b-2 to 3 years of experience in marketing.

c-Fluency in Arabic language

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