

## Communication Manager

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Location: dubai

Category: other-general

Communication Manager - Dubai

Reporting to:VP, Commercial Middle East & Gulf

**Position Summary:**As a communication manager, you will be responsible for driving innovative marketing strategies across traditional and digital channels throughout the Middle East. Your role involves maintaining brand consistency, orchestrating effective external and internal communications, and spearheading impactful marketing campaigns and product launches.

You will collaborate closely with cross-functional teams, manage external agencies, and ensure alignment with global marketing objectives. Your efforts will contribute to

enhancing brand visibility, driving demand, and ultimately, achieving business growth objectives.

**Responsibilities:External Communications:-** Uphold brand integrity across all external communications, ensuring alignment with global messaging.- Coordinate with regional teams to optimize local adaptations and support brand marketing strategies.- Plan and execute marketing campaigns and new product launches, encompassing ATL, BTL, and digital platforms.- Oversee online and digital marketing efforts, including website management and social media.- Manage PR activities and events in collaboration with local teams and Events Manager.- Project manage new product launches and support category-specific marketing needs.- Develop and maintain a marketing calendar aligned with commercial priorities.

**Internal Communications:-** Drive the implementation of the brand strategy and marketing campaigns internally.- Provide engaging content for company conferences, meetings, and sales briefings.- Develop and manage internal newsletters and best practices sharing.- Update company profiles and presentations as needed.- Support

internal teams with communications needs and maintain design assets. Communication Tools:- Liaise with external agencies and develop brand-compliant marketing collateral.- Coordinate marketing initiatives and provide status reporting to stakeholders.- Develop and execute communications strategies across brands and channels.- Handle copywriting and proofing for various communication materials. Design Area:- Create high-resolution visual proposals and solutions for internal customers.- Utilize creative software to generate visual content based on briefs from local teams. Research and Budget:- Contribute to market studies and manage the media and communications budget, ensuring ROI. Training and Strategic Responsibilities:- Collaborate on updating marketing toolbox and CRM presentations for training purposes.- Drive digital transformation initiatives and develop marketing communication tools to support launches.- Review and enhance existing promotional materials for effectiveness and brand compliance. Operational Responsibilities:- Analyze and prioritize country marketing communications needs.- Develop and execute an annual marketing communications plan.- Ensure consistency and efficiency in messaging across regions.- Provide project management and resource allocation support.- Stay abreast of regional marketing strategies and drive innovation. Managerial and Interpersonal Skills:- Demonstrate strong project management, leadership, and attention to detail.- Possess strategic thinking, analytical abilities, and effective communication skills.- Exhibit creativity, budget management, negotiation, and team leadership skills.- Adapt quickly to new situations and foster collaboration and cooperation within the team. Qualifications:- Bachelor's degree in Communications, Media Relations, or Marketing.- 6-7 years of experience in data consolidation and analysis.- Extensive experience in digital marketing, campaign development, and event management.- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign).- Fluency in English and ideally Arabic, both written and verbal.

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