

Field Marketing Manager

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Company: Instashop

Location: united arab emirates

Category: other-general

InstaShop: Shops you love delivered better Role overviewApplication BackField Marketing Manager Marketing - United Arab Emirates, AE - Full time - 881 InstaShop, headquartered in Dubai, is the leading online marketplace for supermarkets, pharmacies, pet shops and other businesses in the Middle East. With a young and motivated team and an office resembling the ones of startups in San Francisco, InstaShop is the right company for individuals passionate about adding value within a fast-growing technology company. With an ambitious plan of increasing InstaShop's in-store and fleet visibility across the region, the Field Marketing Manager would be responsible to develop and execute an effective Out-of-Home branding strategy in-line with the brand and store guidelines. Putting your analytical skills into play, you would also be responsible to measure the impact of your execution. Primary responsibilities:

- Develop and execute field marketing strategies to increase brand awareness and engagement in the local market.
- Work closely with partner shops to facilitate the integration of our brand elements into their physical locations:
- Work closely with the fleet department to facilitate the fleet branding, budget needs, forecasts etc.
- Collaborate with the creative team to develop eye-catching branding materials for the company's fleet and shop branding activations.
- Oversee the implementation of fleet and shop branding, ensuring it aligns with the brand guidelines and presents a strong, consistent image
- Monitor the maintenance and quality of fleet branding materials, making necessary updates as needed

Provide support and guidelines to partner shops to ensure our brand is well-represented in their spaces.

- Conduct regular assessments to ensure partner shops maintain branding standards.
- Plan and implement promotional events, campaigns, and activities in coordination

with the Marketing team. · Track and report on key performance metrics related to field marketing efforts. · Provide regular reports and insights to help refine branding strategies and measure their impact. · Analyze the effectiveness of field marketing initiatives and adapt strategies as needed. · Collaborate with the Marketing, Branding, and Operations teams to ensure a cohesive approach to branding across all touchpoints. · Provide support with managing the supplier and third-party agency relationships · To use the InstaShop services as per the company policies in order to provide feedback on how to improve the service

Requirements: · Prior experience in field marketing related roles or client relations, especially in the retail sector/e-commerce industry· Strong project management and organizational skills · Strong written, and verbal communication and interpersonal skills · Strong negotiation skills · Cooperative character always willing to support team members · Ability to work independently or in groups· Strong PowerPoint and Excel skill Everything you need in just a few clicks!Get the app today for free Try it out today!Shop now

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