

General Manager – Marketing Jobs in UAE | AI Futtaim Careers

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Company: AI Futtaim

Location: , , United Arab Emirates

Category: other-general

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1- General Manager – Marketing

Job: Full Time

Location: UAE

Description:

Full Responsibility of Marketing Budget and Shared responsibility of full division profit and loss and balance sheet responsibility.

Job Responsibilities:

Establish and grow all new EV brands in UAE & GCC and driving brand awareness, consideration, and relevance amongst the target audiences.

Drive market share growth through development of brand equity and improved customer loyalty

Develop the marketing strategy and execute the marketing plans in UAE and GCC consistent with the overall global marketing strategy and implementation roadmap. This includes product launches and driving awareness for existing product lines & brand communication

The main liaison with the EV principals, collaborating with their global marketing teams to understand the global and regional strategic initiatives.

Job Requirements:

15 years+ experience in brand, marketing, and product – ideally within the Automotive/
Mobility industry

Brand expert with experience in building brand equity particularly in new markets with new
high value products

Previous experience in high-growth businesses and start-ups is highly preferable

Experience delivering strategies with high Customer Centric approach that are customer
relationship driven and has developed effective customer relationship and community
management programmes

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