

United Arab Emirates Jobs Expertini®

Head of Marketing Communications

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Company: MCG Talent

Location: dubai

Category: other-general

Key Points:Corporate/Government Sector Must speak English, Arabic & French Must have previous track record in a senior marketing and communications position. Abu Dhabi based

Responsibilities:**Strategic Leadership:** Develop and implement comprehensive marketing and communications strategies aligned with the company's goals and objectives. Lead a high-performing team to execute integrated campaigns across various channels. **Brand Management:** Oversee the development and maintenance of a strong and consistent brand identity. Ensure brand messaging is aligned with the company's values and resonates with target audiences. **Multilingual Expertise:** Utilize fluency in Arabic and French to create targeted marketing campaigns for diverse language audiences. Translate and adapt marketing materials to effectively communicate with Arabic and French-speaking stakeholders. **Digital Marketing:** Drive digital marketing initiatives, including social media, email marketing, and online advertising. Monitor digital trends and recommend strategies to maximize online presence. **Content Development:** Lead the creation of compelling and culturally relevant content for various marketing channels. Ensure consistency in messaging across all communication platforms. **Media Relations:** Build and maintain strong relationships with media outlets in Arabic and French-speaking regions. Proactively seek opportunities for media coverage and manage press inquiries. **Events and Sponsorships:** Develop and execute event strategies to enhance brand visibility. Identify and evaluate sponsorship opportunities aligned with company objectives. **Performance Analysis:** Establish key performance indicators (KPIs) for marketing initiatives. Analyze data and provide insights to optimize marketing strategies.

Qualifications:Bachelor's degree in Marketing,

Communications, or a related field. Master's degree is a plus. Proven experience as a Marketing and Communications leader, preferably in Energy. Fluent in Arabic and French, with exceptional written and verbal communication skills in both languages. Strong understanding of digital marketing trends and tools. Experience in managing multicultural teams and campaigns. Excellent strategic thinking, problem-solving, and decision-making skills.

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