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Head of Marketing Jobs In Dubai | Huxley Banking & Financial Services

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Company: Huxley Banking & Financial Services

Location: dubai

Category: other-general

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Are you a driven and creative marketing professional with a passion for developing impactful campaigns? We have an outstanding opportunity for you to lead and shape integrated marketing strategies across diverse channels with one of the leading banks in the UAE!

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Responsibilities

Develop and execute comprehensive marketing campaigns for retail and wealth banking products and services.

Collaborate closely with business and product teams to align marketing initiatives with growth objectives.

Lead a dynamic team of marketing experts, fostering alignment and achieving shared goals.

Shape the brand's image and ensure all communication is in line with the brand's identity.

Drive customer engagement and innovation through unique product launches and insights-driven strategies.

Implement cutting-edge digital solutions to enhance customer experiences.

Collaborate with cross-functional teams to execute successful go-to-market strategies.

Monitor campaign performance, analyse customer data, and refine strategies for future success.

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Requirement

Experience working in or with banks is an added advantage.

The role includes monitoring and supporting Arabic content creation. Proficiency in Arabic is mandatory.

Proven track record in integrated marketing, campaign development, and team leadership.

In-depth understanding of financial products and services.

Strategic thinker with excellent communication and collaboration skills.

Strong analytical mindset for data-driven decision-making.

Experience in budget management and vendor coordination.

Passion for maintaining a strong brand presence and ensuring superior customer experiences.

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