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Head of Marketing Jobs In Dubai | Talent Pal

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Company: Talent Pal

Location: Dubai

Category: sales-and-related

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Established in the 1930s as a trading business, Al-Futtaim Group today is one of the most diversified and progressive, privately held regional businesses headquartered in Dubai, United Arab Emirates. Structured into five operating divisions; automotive, financial services, real estate, retail and healthcare; employing more than 35,000 employees across more than 20 countries in the Middle East, Asia and Africa, Al-Futtaim Group partners with over 200 of the world's most admired and innovative brands. Al-Futtaim Group's entrepreneurship and relentless customer focus enables the organisation to continue to grow and expand; responding to the changing needs of our customers within the societies in which we operate.

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Responsibilities

Manage and coordinate external agency partners

Lead, activate and execute consumer communications across integrated communications' channels

Coordinate with the digital team to ensure pure integration on strategy implementations & campaigns.

Sustain a performance measurement framework across key platforms to drive sustainable growth and continuous improvement

Responsible for financial planning and reporting (paired with KPI framework to deliver campaign attribution/ROI measurement)

Ensure pure integration of campaign with relevant local insights' implementation in various countries.

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Requirement

Drive a talent development system that creates marketing professionals who are recruited correctly, developed, coached, and engaged through performance management, learning, development, and succession planning.

Lead a lean and effective Marketing structure & team

Drive performance of Marketing team through measurable KPIs

Ensure 100% compliance with Standard Operating Procedures

Drive Al-Futtaim Values in workplace

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