

United Arab Emirates Jobs Expertini®

Head of Marketing- META

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Company: Glanbia

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

The Opportunity

META (GCC, Levant, Africa & Turkey) has been one of GPN's fastest growing region with strong brand presence and high-quality talent. We are seeking a transformational Head of Marketing who will lead this Region to the next level in terms of building a robust portfolio, brand strategy and development, brand communication, consumer insights, consumer advocacy across the multiple markets within META. The role being part of the META Leadership Team will contribute to overall business & people building through thought leadership. Our ambition is to build a profitable USD 200Mn business (Retail Price) in the coming 3 years.

Key Responsibilities

Lead:

Develop & execute portfolio strategy, brand strategy & communication, trade marketing to help deliver top line revenues and bottom line profit

Leverage global teams to develop tailored brand strategies for key markets of META – UAE, KSA, Egypt, Turkey, South Africa across ON, BSN and Isopure

Assessment of consumer trends, Insights and Shopper behaviour of Key markets to ensure that brand strategy & portfolio is developed with this at the core

Develop and own 360 brand plans for driving consumer awareness and penetration across channels in UAE, KSA, Egypt, Turkey, South Africa [Top 5 markets]

Lead the development of regional strategies (STRAT) and annual business plans, ensuring alignment across functions and markets.

Oversee the annual marketing calendar, encompassing media, product launches, activations, sponsorships, and loyalty programs

Build a comprehensive Insights & Analytics (I&A) agenda to unlock the region's full potential

Brand Planning: Definition and development of Penetration Strategy. Jobs to be done; Brand Positioning; Brand Idea; Creative Idea; Storytelling platforms

Develop Digital Strategy including e-commerce and Social Media platforms with clear strategy for future growth

Utilize a network of Key Opinion Leaders (KOLs) and athletes to enhance consumer engagement and product understanding

Build brand advocacy amongst consumers through education and brand expertise

Marketing budget responsibility as well as identifying future resource and investment needs

Build team and marketing function capability so as to be ahead of the business and function needs

Motivate and influence team members to develop ideas effectively and encourage team interaction

Support:

Work with NPD Manager to develop & launch innovations through the stage gate process.

Develop pricing strategy in the top 5 markets along with Commercial & Finance Team

Engage, inspire and galvanize the META organization around the GPN brand vision, position and strategies so they bring them to life in their functional areas.

Supervisory Responsibilities:

Coaching and providing clear direction to subordinates on individual development plans

Leading and driving the team in the delivery of global and localized strategic marketing

plan and oversee the operational requirements

Performance indicators:

Manage the marketing budget across META allocating key spends to best ROI opportunities

Review and report all key Brand Health Tracker [BHT] metrics

Manage tracking and reporting of the KPIs during monthly business review [MBR] to
Regional Leadership Team

Deliver on timely launch of Innovations by market to deliver on growth objectives

Develop business case analysis support for marketing spends/projects outside of budget
spends

The Skills you will bring to the team

We are looking for a commercially astute, digital savvy, insights-led, brand marketer who is passionate about the sports nutrition industry and able to effectively lead within this scale and pace of change in the business. Specifically, we are seeking an experienced thought leader to develop and deliver 'Best In class' portfolio strategy anchored into deep consumer insights and enabled through strong brand building innovation.

Passion for health, fitness & lifestyle industry along with a liking for building nutritional products.

Strong track record in category & portfolio management, portfolio expansion, driving innovation, brand development & communication

Must have knowledge of working on digital platforms and managing the entire digital channels.

Strong bias for action and project management skills to deliver consistently against key immediate milestones while maintaining course on simultaneous development of multiple projects

Creative appreciation & knowledge of consumer trends

Proven success of building organizational capacity and performance preferably in a young & high growth/ competitive environment.

Strong influencing skills across a culturally diverse group of people and markets

Is persistent and resilient in the pursuit of objectives, willing to take on new challenges and works to resolve issues

Strong thought leader, with ability to see the product's holistic role in satisfying the consumer, the customer and matching our supply chain capability in specific

Effective collaboration and partnership skills with global team

Ability to cross-reference & benchmark and multi-task

Should be a self-motivator, passionate about working in a startup/ developing brand

Willing to work with small teams like a self-driven entrepreneur

One who can handle volatility, uncertainty, complexity & ambiguity

Experience Required:

Experience in a lead/management marketing role preferably within GCC FMCG categories

Experience of working in a high growth and fast-paced organization.

Must have experience in building new categories

Well versed with localization & adaptation

Should have experience in building high growth teams

Where and how you will work

The opportunity will be based in **Dubai** with hybrid working arrangements available through our which allows you a greater choice in how you work and live, giving you a better work-life balance.

What we would like to offer you!

The opportunity to develop your career on a global stage, continuous learning through an on-demand learning platform, and a competitive compensation package including staff discounts, generous family leave policy and health plan.

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