

Head of Marketing – Qcommerce Job in Dubai | Talabat Careers

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Company: Talabat

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Job Responsibilities:

Collaborate with Brand, Product Marketing & Co-Marketing teams on upcoming campaigns and go to market initiatives by designing and implementing custom programs to drive business KPIs

Develop channel strategies to meet both short term and long term acquisition goals

Provide data-driven recommendations to scale acquisition efforts while maintaining efficiency & set-up, optimize and scale marketing efforts.

Identify opportunities for campaign optimization catering to the different audiences, and shopper missions for quick commerce customers

Deliver against aggressive growth goals for quick commerce by working with function heads on strategy and objectives. (CPA, ROI, GMV, etc...)

Job Requirements:

7-10 years of professional experience in performance or growth marketing including managing multiple digital and offline media channels

Experience launching large budget, full-funnel media campaigns for brand or product launches

Deep experience collaborating with cross-functional teams including Brand, Product Marketing, Creative, and Marketing Analytics

Proven track record of using qualitative and quantitative data to develop actionable insights and detailed understanding of cross-channel attribution

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