

## Manager Channel Trade Strategy

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Company: Talabat

Location: dubai

Category: other-general

About The Opportunity Responsibilities: Work closely with Food & QC Growth Teams and the MarComm and CRM teams to develop a holistic customer centric marketing campaign plan by month, quarter and year. Ensure growth teams have forward looking trade plans with a clear overarching platform strategy tying different vertical comms together Work closely with the Director of Marketing, vertical managers, and regional planning on budgets and submit BE for the function. Constantly report on progress to the Director of Marketing to ensure we stay on track with budgets across verticals and functions. Design, develop, and maintain ongoing marketing performance metrics and reports to assist the Growth Managers and Director of Marketing drive critical business decisions from a marketing POV. Based on data driven ROI assessment plan campaign and messaging tiering by channel to ensure the right campaigns reach the right people Ensure commercial trade plans tie up into a holistic platform strategy that changes by quarter and seasonality Create a feedback loop with growth managers to guide them towards effective trade planning that leads towards better ROI, less campaign clutter and targeted comms. Use this feedback loop to ensure comms are split by the right channels Analyze marketing & sales data along with users' feedback (campaign results, conversion rates, traffic, etc.) to decide on future marketing strategies. Ensure ecosystem initiatives (TPro, Co-brand Card, Dine Out, BNPL) are well represented in the channel planning mix and have the right segmented customer base, Provide inputs & expertise to the Director of Marketing to drive efficiency of different verticals. Work closely with the regional marketing team counterparts in PM and CRM to ensure channel marketing strategy is aligned with all stakeholders and CPO and CPA is optimized Ensure brand

messaging is given visibility in monthly and quarterly channel planning to have clear overarching themes for the customer Ensure clear overarching themes are drilled down to growth heads (Food & QC) so the commercial trade plan mirrors the overarching platform theme Ensure a channel marketing mix that caters to all pillars of talabat UAE's commercial strategy What you need to be successful Key Skills & Experience: Minimum Bachelor's degree in any discipline Has experience of working in mid-large sized marketing & sales teams of at least 4 years Strong Project Management Skills, ensures follow up and timely escalation Strong with Excel / Google Sheets / Powerpoint / Google Slides Strong customer centric market knowledge; ability to tie up data points with customer behavior to paint a full picture which result in actionable marketing insights Marketing Channel Knowledge (CRM, Digital, Offline, IPM) with expertise in one or more is preferred Strong with data & analytics #J-18808-Ljbffr

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