

Marketing Consultant Jobs In Sharjah | American Heart Association

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Company: American Heart Association

Location: sharjah

Category: other-general

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The Marketing Consultant is responsible for program marketing of the American Heart Association and brand, including hospital quality improvement programs, community initiatives and the Alliance Resuscitation Portfolio (Resuscitation Quality Improvement® (RQI), HeartCode, Neonatal Resuscitation Program, Heartsaver, Association books, etc.) for the American Heart Association and RQI Partners(RQIP) in the Middle East and North Africa markets.

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Responsibilities

The Association and channel manager : Coordinate with and between the Association and key team members on marketing programs to achieve business goals. Works with the Association business development role and Marketing Managers for integration within Association brand strategy

Product and Program Launches – implement local launch activities and oversee the execution of local marketing assets and initiatives

Brand Awareness and Product Marketing – Promote and market the Association brand and programs locally to support the long-term growth of the company in alignment with central marketing

Digital Marketing Activities – help managing and support digital marketing activities

which include but is not limited to emails, social media, digital advertising and campaigns, local website and other forms of relevant digital media

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Requirement

Bilingual (English and Arabic) required

Bachelor's Degree required in a relevant subject – e.g. business or marketing

5 – 8 years of relevant experience in marketing or communications

Strong interpersonal skills and cultural awareness

Experience with International markets (outside the US)

Background in the healthcare field and/or hospital market, preferred

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