

Marketing Coordinator

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Company: Red Castle Dubai

Location: dubai

Category: other-general

The job posting is outdated and position may be filled

Responsibilities

- Proofread, vet and review all marketing and advertising materials to ensure standards for quality and consistency are met; ensure all artworks are ready on time.
- Work on the customer segmentation & assist with the mall/ hotels /concierge relations.
- Create PowerPoint and other presentations and marketing materials to support a consistent brand image at all times;
- Develop internal processes to organize and manage client contact data to support sales and marketing initiatives.
- Ensure the consistent application of corporate branding in all published documents and other media.
- Work closely with internal team members and an external marketing consultant to implement approved marketing initiatives.
- Responsible for CRM including following up on social media posts, assisting in content creation, creating newsletter, send SMS, mailers, and gifts to customers etc.
- Prepare, schedule, coordinate and oversee the production and delivery of all marketing materials;
- Assist with sourcing and managing suppliers for the preparation and/or production of marketing materials.
- Develop and execute marketing campaigns
- Assist with special projects in sales and marketing throughout the year.
- Keeping track of budgets on a daily basis

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