

## Marketing Director Arabic Speaker

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Company: Black Pearl Consult

Location: abu dhabi

Category: other-general

Our client a wellknown Events organization in Abu Dhabi is currently looking for a Marketing Director (Arabic Speaker).The ideal candidate will have a strong background in marketing with a focus on promoting classical music events and performances. As the Marketing Director you will be responsible for developing and executing comprehensive marketing strategies to drive ticket sales increase brand awareness and enhance audience engagement.Responsibilities:Develop and implement strategic marketing plans to promote classical events and performances.Lead a team of marketing professionals to execute marketing campaigns across various channels including digital print social media and email.Collaborate with internal teams including artistic production and sales teams to ensure cohesive and effective marketing efforts.Conduct market research and analysis to identify target audiences market trends and competitor strategies.Manage the companys brand identity and ensure consistency across all marketing materials and communications.Oversee the creation of marketing collateral including brochures posters and digital assets.Plan and execute promotional events press conferences and media appearances to generate buzz and publicity for upcoming events.Monitor and analyze the performance of marketing campaigns and adjust strategies as needed to achieve desired outcomes.Develop and manage marketing budgets and track expenses to ensure costeffectiveness and ROI.Stay uptodate with industry trends emerging technologies and best practices in classical music marketing.RequirementsTo be successful in this role you need to meet the following criteria:Bachelors degree in Marketing Communications or related field. Masters degree preferred.Minimum 17 years of experience in marketing with a focus on promoting events

preferably in the classical music industry. Proven track record of developing and implementing successful marketing campaigns that drive ticket sales and increase audience engagement. Strong leadership and management skills with experience leading and motivating teams. Excellent written and verbal communication skills with the ability to articulate ideas clearly and persuasively. Creative thinker with a passion for classical music and the performing arts. Ability to work under pressure and meet tight deadlines in a fast-paced environment. Proficiency in marketing software and tools including CRM systems, email marketing platforms, and analytics tools. Strong analytical skills with the ability to interpret data and make data-driven decisions. Flexibility to work evenings and weekends as needed to attend events and meet project deadlines. To view other vacancies we have, please check our website ([\(\)](#)) and follow us on our social media accounts: LinkedIn/Facebook/Twitter/Instagram. Disclaimer: Black Pearl will never ask for money or any form of charge our candidates just to process or consider their application for any of our available vacancies. If you happen to receive such a request from any members of our staff or other individuals claiming to be part of Black Pearl, please do call our office at or drop us a message on our website. To be successful in this role, you need to meet the following criteria: Bachelor's degree in Marketing, Communications, or related field. Master's degree preferred. Minimum 17 years of experience in marketing, with a focus on promoting events, preferably in the classical music industry. Proven track record of developing and implementing successful marketing campaigns that drive ticket sales and increase audience engagement. Strong leadership and management skills, with experience leading and motivating teams. Excellent written and verbal communication skills, with the ability to articulate ideas clearly and persuasively. Creative thinker with a passion for classical music and the performing arts. Ability to work under pressure and meet tight deadlines in a fast-paced environment. Proficiency in marketing software and tools, including CRM systems, email marketing platforms, and analytics tools. Strong analytical skills, with the ability to interpret data and make data-driven decisions. Flexibility to work evenings and weekends as needed to attend events and meet project deadlines. To view other vacancies we have, please check our website ([\(\)](#)) and follow us on our social media accounts - LinkedIn / Facebook / Twitter / Instagram. Disclaimer: Black Pearl will never ask for money or any form of charge our candidates just to process or consider their application for any of our available vacancies. If you happen to receive such a request from any members of our staff or other individuals claiming to be part of Black Pearl, please do call our office at or drop us

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