

United Arab Emirates Jobs Expertini®

Marketing Director - Real Estate

[Apply Now](#)

Company: Michael Page International (UAE)

Location: , , United Arab Emirates

Category: business-and-financial-operations

About Our Client Our client is a major real estate developer in the UAE Job Description

Assess the viability of potential real estate projects by conducting thorough market analysis, identifying target audiences, and crafting data-driven marketing strategies, thereby meeting our client's Strategic and Commercial growth plans. The selected individual is expected to:

- Develop a strategic plan from brand and positioning to the implementation of comprehensive marketing and internal communication strategies, from inception to completion, for the expansion and improvement of real estate assets, aligning with our client's goals and market trends
- Develop public relations strategies and advocate for integrated campaigns based on identified brand image across a range of audiences and markets
- Execute internal and external communication strategies, sales promotions, and special events to drive sales
- Conduct comprehensive market research to analyze market trends, competitive landscape, demographics, and economic factors to determine project growth potential
- Utilize market insights to develop and present detailed marketing plans, outlining positioning, pricing, and promotion strategies for potential real estate projects
- Evaluate the marketing feasibility of potential projects, considering factors such as location, market demand, competitive landscape, and project scope
- Direct CRM strategic marketing plan to drive increased activity through the customer engagement funnel
- Plan and execute B2B and B2C brand messages and marketing initiatives from conceptual stages to market
- Review marketing collateral and campaigns, including feasibility study reports, presentations, and visual materials
- Deliver on-brand content and messaging, through multiple mediums/channels, supporting our client's brand and marketing guidelines
- Liaise with cross-

functional teams to align marketing goals with overall business objectivesDevelop and evaluate marketing campaigns that resonate with target audiences and highlight project strengths, making data-driven adjustments as neededOversee marketing projects, including development brief, design monitoring in line with feasibility and financial returns, marketing, and transactions, ensuring timely completion, within budget, and meeting quality standardsIdentify and mitigate potential risks including regulations, financial risks associated with brand and marketing and implement risk management strategies to protect our client's interestsCollaborate with cross-functional teams including sales, design, and development to ensure marketing strategies are aligned with project goals and gather data/insights for feasibility assessmentsBuild and maintain strong relationships with media outlets, industry partners, and stakeholders to maximize project exposureProvide leadership to develop a cohesive work team, demonstrating our client's Core Values and creating a positive and collaborative work environmentStay abreast with industry trends, demographic shifts, and competitor activities, to leverage new market opportunities, benchmark against competitors, and make recommendations for market expansion and sustainable growth

The Successful ApplicantRequired Bachelor's degree (or equivalent) in Business Management, Marketing, Real Estate, or related fields with a preference for MastersProficiency in market research tools, data analysis software, and marketing platforms (CRM, SEO, etc.)Minimum 15 years of experience in real estate marketing, with a track record of successfully developing and implementing marketing strategic initiatives and programs for marquee projects in mixed-land use7+ years of experience in the Middle East region, working with top UAE real estate companies would be beneficialProven expertise in conducting feasibility studies and translating findings into successful marketing strategiesStrong understanding of customer preferences, and industry best practices

What's on OfferStrategic leadership in real estate development.Opportunity to shape market trends and brand positioning.Exposure to diverse responsibilities and cross-functional collaboration.Professional growth through dynamic, challenging tasks.Contribution to companies vision, fostering long-term career fulfillment

#J-18808-Ljbffr

[Apply Now](#)

Cross References and Citations:

1. Marketing Director - Real Estate [Directorjobs Jobs , , United Arab Emirates Directorjobs ↗](#)
2. Marketing Director - Real Estate [Newsmediajobs Jobs , , United Arab Emirates Newsmediajobs ↗](#)
3. Marketing Director - Real Estate [Veterinaryjobs Jobs , , United Arab Emirates Veterinaryjobs ↗](#)
4. Marketing Director - Real Estate [JobscareerscentralJobs , , United Arab Emirates Jobscareerscentral ↗](#)
5. Marketing Director - Real Estate [Doctorjobsnearme Jobs , , United Arab Emirates Doctorjobsnearme ↗](#)
6. Marketing Director - Real Estate [GulfjobscentraJobs , , United Arab Emirates Gulfjobscentral ↗](#)
7. Marketing Director - Real Estate [LondonjobscentralJobs , , United Arab Emirates Londonjobscentral ↗](#)
8. Marketing Director - Real Estate [ElectricianjobsJobs , , United Arab Emirates Electricianjobs ↗](#)
9. Marketing Director - Real Estate [FishjobsJobs , , United Arab Emirates Fishjobs ↗](#)
10. Marketing Director - Real Estate [ProgrammingjobsnearmeJobs , , United Arab Emirates Programmingjobsnearme ↗](#)
11. Marketing Director - Real Estate [LuxembourgjobsJobs , , United Arab Emirates Luxembourgjobs ↗](#)
12. Marketing Director - Real Estate [Physiotherapistjobs Jobs , , United Arab Emirates Physiotherapistjobs ↗](#)
13. Marketing Director - Real Estate [Nairobijobs Jobs , , United Arab Emirates Nairobijobs ↗](#)
14. Marketing Director - Real Estate [HairjobsJobs , , United Arab Emirates Hairjobs ↗](#)
15. Marketing Director - Real Estate [Berlinjobsearch Jobs , , United Arab Emirates Berlinjobsearch ↗](#)
16. Marketing Director - Real Estate [StudentjobsnearmeJobs , , United Arab Emirates Studentjobsnearme ↗](#)
17. Marketing Director - Real Estate [Recruitmentjobs Jobs , , United Arab Emirates](#)

Recruitmentjobs ↗

18. Marketing Director - Real Estate JapanjobsJobs , , United Arab Emirates Japanjobs ↗
19. Marketing director - real estate Jobs , , united arab emirates ↗
20. AMP Version of Marketing director - real estate ↗
21. Marketing director - real estate , , united arab emirates Jobs ↗
22. Marketing director - real estate Jobs , , united arab emirates ↗
23. Marketing director - real estate Job Search ↗
24. Marketing director - real estate Search ↗
25. Marketing director - real estate Find Jobs ↗

Source:<https://ae.expertini.com/jobs/job/marketing-director-real-estate--united-arab-emir-michael-page-interna-411-125542/>

Generated on: 2024-04-29 by Expertini.Com