

## Marketing Director - Real Estate

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Company: Michael Page

Location: United Arab Emirates

Category: other-general

### The Role

This role as the Marketing Director would be responsible for driving growth of our client's real estate assets through innovative marketing strategies and brand positioning, contributing to our client's sustainable growth and profitability. Client Details Our client is a major real estate developer in the UAE 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 objectives \* Develop and evaluate marketing campaigns that resonate with target audiences and highlight project strengths, making data-driven adjustments as needed \* Oversee 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 standards \* Identify and mitigate potential risks including regulations, financial risks associated with brand and marketing and implement risk management strategies to protect our client's interests \* Collaborate with cross-functional teams including sales, design, and development to ensure marketing strategies are aligned with project goals and gather data/insights for feasibility assessments \* Build and maintain strong relationships with media outlets, industry partners, and stakeholders to maximize project exposure \* Provide leadership to develop a cohesive work team, demonstrating our client's Core Values and creating a positive and collaborative work environment \* Stay 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 Job Offer \* Strategic 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

## Requirements

\* Required Bachelor's degree (or equivalent) in Business Management, Marketing, Real Estate, or related fields with a preference for Masters \* Proficiency 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 use \* 7+ years of experience in the Middle East region, working with top UAE real estate companies would be beneficial \* Proven expertise in conducting feasibility studies and translating findings into successful marketing strategies \* Strong understanding of

customer preferences, and industry best practices

### About the company

Michael Page is one of the world's leading professional recruitment consultancies, specializing in the placement of candidates in permanent, contract, temporary and interim positions with clients around the world. The Group has operations in the UK, Continental Europe, Asia-Pacific and the Americas. In the Middle East we focus on the areas of: Finance & Accounting Banking & Financial Services Procurement Property & Construction Engineering & Supply Chain Oil & Gas Technical and Engineering Human Resources Sales Marketing Technology Secretarial Executive Search Legal The Group operates through 161 offices in 33 countries and employs over 5,000 employees worldwide.

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