

## Marketing Director

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Company: Fintech News

Location: united arab emirates

Category: other-general

Develop and execute a comprehensive marketing strategy that aligns with the company's business goals, brand positioning, and target audience. Lead and manage a high-performing marketing team, overseeing functions such as branding, digital marketing, content creation, public relations, and customer acquisition. Conduct market research to stay informed about industry trends, competitive landscapes, and customer preferences, providing insights to drive marketing decisions. Collaborate with cross-functional teams to ensure consistent messaging, brand image, and customer experience across all channels. Post-launch Marketing Strategies: Drive customer acquisition through effective online and offline marketing channels, leveraging SEO, social media, email campaigns, partnerships, and other innovative approaches. Establish and monitor key performance indicators (KPIs) to measure the success and impact of marketing initiatives, continuously optimizing strategies for maximum effectiveness. Build and nurture relationships with key stakeholders, partners, and industry influencers to enhance the company's market presence. Country-Specific Marketing Directions: Develop and execute tailored marketing strategies for different countries, considering cultural nuances and market demands. Telegram (TG) Resources and Community Growing: Implement TG resources to foster community engagement and growth. Utilize warming-up channels for audience acquisition and retention. Partnership Integrations and Positioning: Forge strategic partnerships to enhance market positioning. Develop and implement partnership integrations for mutual benefit. Global Market Branding: Oversee global branding initiatives to ensure a consistent and impactful brand image across markets. Referral and Affiliates Program: Create and manage a referral

and affiliates program to leverage user-generated growth. Marketing Department  
Regulation: Develop and implement a robust marketing department regulation to ensure smooth operations and collaboration within the team. Qualifications Bachelor's degree or above, with more than 7-10 years of work experience, and at least 3-5 years of experience in fintech marketing, preferably within digital web3-based companies and startups. Proven dynamic leader with a successful track record of driving marketing efforts in high-growth fintech organizations. In-depth knowledge of fintech solutions, digital marketing strategies, and customer acquisition in the blockchain and financial technology space. Familiarity with regulatory frameworks, compliance, and marketing within the fintech industry. Excellent communication and interpersonal skills to effectively collaborate with cross-functional teams, external partners, and stakeholders. Ability to think creatively and innovatively, identifying opportunities for differentiation in a competitive market. Strong analytical skills with the ability to interpret data and metrics to inform marketing decisions. Experience with modern marketing technologies, analytics tools, and CRM systems. Ability to adapt to a fast-paced and evolving industry landscape. Proven ability to mentor and lead marketing teams, providing strategic direction and guidance. Demonstrated ability to thrive in a dynamic and challenging environment. Competitive salary and benefits package Opportunity to work at a cutting-edge FinTech startup Chance to make a real impact on the future of digital payments Collaborative and supportive work environment Hiring organization At Fintopio, their vision is to create a utopian reality where near-perfect technology reshapes the way people pay and get paid. By profoundly transforming the payment landscape, they are dedicated to making transactions seamless and secure and giving people and businesses complete control over their money.

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