

Marketing Executive | Fitness First Middle East Dubai

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Company: Fitness First Middle East

Location: dubai

Category: other-general

Marketing Executive | Fitness First Middle East Dubai

Fitness First Middle East is a subsidiary of the Landmark Group, a leading retail and hospitality conglomerate in the Middle East and India. With over 56 clubs across the UAE, Bahrain, Qatar, Saudi Arabia, Jordan and Kuwait, we offer world class facilities including best in class state-of-the-art equipment, free group exercise classes, dedicated free weights area, personal training by world-class fitness professionals, dedicated Ladies only clubs, intensive weight loss programmes, free group exercise classes, the latest innovation in the fitness industry and multiple membership privileges.

The ideal candidate will be a creative and analytical thinker. S/He will be able to develop, establish and maintain marketing plans to meet business objectives. Support in effective management of the marketing, advertising, events and promotional activities of Fitness First.

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Responsibilities

Create and manage events calendar including event logistics & marketing, budget management and post event reporting

Promote partner products and/or services related to business development & operations and keep the relevant stakeholders informed at all times

Execute marketing plans for sub-brands of Fitness First

Implement and manage pre-sales marketing plan for new club openings in the UAE

Execute strategies for new product and business launches to the relevant audience groups

Ensure marketing activity is delivered within the agreed budget and report on return on

investment and key performance metrics for executed campaigns

Monitor and report on industry best practices and competitors

Conduct market research to determine market requirements for existing and future products, both internally and externally

Experience & Qualifications

Marketing or other Business related degree

Minimum of 3 years' experience in a Marketing role

Experience in Marketing Campaign Management

Experience in managing outdoor sports/fitness events

Experience in all aspects of developing and executing marketing strategies

Proven experience in customer and market research

Relevant product and industry knowledge with a passion for health and fitness

Key Competencies

Excellent English written and verbal communication skills. Arabic will be an advantage.

Ability to manage a marketing campaign from conception to completion

Creativity

Organization and planning

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