

Marketing Executive – Franchise | KIKO MILANO Dubai

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Company: KIKO MILANO

Location: dubai

Category: other-general

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KIKO MILANO was founded in 1997 in Milan and since then has revolutionized how cosmetics are sold globally.

KIKO Milano is a leading cosmetics company, and we are seeking highly motivated individuals. We are looking for a Marketing Executive to join our Marketing department in KIKO Milano IMEA. As a Marketing Executive, you will be responsible for supporting, learning, and gaining experience in the marketing field. This is a great opportunity for a highly organized and creative individual to join our dynamic and growing team.

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Responsibilities

Develop and implement comprehensive marketing strategies to support the growth and success of franchise locations.

Collaborate with franchisees to align local marketing efforts with overall brand objectives.

Ensure consistent brand messaging and visual identity across all franchise locations. Provide guidance and support to franchisees in maintaining brand standards.

Work closely with franchisees to execute effective local marketing campaigns. Cascade the tools and resources to empower franchisees to implement successful marketing initiatives.

Oversee digital marketing initiatives for franchise countries including social media, email marketing, and online advertising.

Collaborate with HQ teams to develop and provide marketing collateral, templates, and materials for franchisees to use in their local marketing efforts.

Ensure all materials adhere to brand guidelines.

Collaboration with Franchisees:

Build strong relationships with franchisees, serving as a point of contact for marketing-related inquiries and support.

Conduct regular meetings and training sessions to keep franchisees informed about marketing initiatives and best practices.

Collaborate with franchisees to tailor campaigns to local market needs and preferences.

Provide training and support to franchisees on marketing tools, platforms, and strategies.

Address marketing-related challenges and work collaboratively to find solutions.

Reporting and Analytics:

Conduct market research to identify local trends, customer preferences, and competitor activities. Use insights to help tailor marketing strategies to specific geographic locations.

Utilize analytics tools to measure the effectiveness of marketing campaigns.

Provide regular reports and insights on key performance indicators for franchise marketing activities.

Skills & Competencies

Bachelor's degree in marketing, Business, or a related field (master's degree preferred).

Proven experience as a marketing Executive in the beauty or consumer goods industry.

Strong understanding of marketing principles, consumer behavior, retail, and trade channel dynamics.

Strong project management skills with the ability to handle multiple priorities, set and adhere to strategic timelines.

communication, interpersonal, and negotiation skills.

Creative thinking and the ability to develop impactful marketing strategies.

Proficiency in data analysis and Microsoft Office suite.

Effective communication skills to interact with key stakeholders, franchise partners, team members, and other business partners.

Ability to remain agile in a fast-paced environment and prioritize effectively.

An understanding of the brand's voice, values, and goals to ensure consistency retail and trade platforms.

For diversity purpose, priority will be given to male(s) who are Arabic and French speakers.

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