

Marketing Manager Jobs In Dubai 2022 | IFS

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Company: IFS

Location: dubai

Category: other-general

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Job Description

The role provides you with an opportunity to flex your creative muscle and put real-life solutions in place to make an instant business impact. It is a hands-on role where you will generate ideas as well as execute them. You will utilize your innate curiosity and test your resilience, focused on but not limited to:

Job Responsibilities:

Planning and execution of marketing strategy and plan, aligned with market unit go to market plans, goals and objectives

Overall responsibility for building brand awareness, brand management and corporate identity within the market unit.

Lead generation- including virtual and onsite events (external/internal), campaigns, digital, social media both direct to market and through, or in collaboration with partners

Proactive PR -Preparation and distribution of media releases and alerts to generate positive media coverage incl customer wins, thought leadership

Provide local Research and marketing intelligence to boost Sales- including competitor and industry information

Creation of locally relevant advertising campaigns and marketing collateral

Managing website, digital marketing platforms and campaigns including social media and search engine marketing

Scrutiny of Campaign results including post-event analysis and reporting.

Localization and execution of global and regional marketing campaigns where relevant

Management of the CRM system- Lead management and list collation.

Working within a matrix structure to manage and support team members within both marketing and business development functions.

Management of the marketing budget

Monthly and Quarterly Marketing reports

Job Requirements:

Proven success in a similar role within an enterprise software sales organization

Strong problem-solving skills.

Ability to multi-task and work under pressure, meet deadlines, and able to navigate a matrix organization to leverage direction and support required.

Skilled relationship builder with exceptional polish; team player with demonstrated ability to influence and partner with internal and external stakeholders

Good presentation skills and ability to interact with internal/external customers.

Ability to act with tact and discretion and a sense of humor. Be resourceful and reliable in the identification of solutions and handling of complex situations.

Excellent verbal and written communication skills with business level command of English as well as appropriate local language for the market within which the role is based

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