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Company: Source EQ

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Job Responsibilities:

- Drive product adoption and promotion – Collaborate in the development of new products. Compose, develop, evaluate and conduct training on marketing activities, strategies, and policies. Collaborate, participate in and coordinate promotional activities or trade shows.
- Manage team – Recruit, interview, hire, and train new Marketing team members. Oversee Marketing personnel on a daily basis. Provide constructive and timely performance evaluations. Manage discipline and termination of employees in accordance with company policy.
- Conduct analytics and research – Gather and analyze information to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies. Perform market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of products. Conduct pricing research and analysis to ensure competitive product and service pricing. Analyze and evaluate financial aspects of product development.

Job Requirements:

Degree in Business, Marketing or a related field required

At least three years of experience in a related field

Prior experience managing associates

Excellent verbal and written communication skills

Excellent interpersonal and customer service skills

Superb organizational skills and attention to detail

Strong analytical and problem-solving skills

Strong supervisory and leadership skills

Ability to create, implement, and monitor budgets

Understanding of principles/methods used to promote, display, and sell products and services

Proficient with Microsoft Office Suite or related software

#J-18808-Ljbffr

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