

Marketing Manager Jobs in Dubai | IFFCO Jobs in UAE

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Company: IFFCO

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Description:

The job holder is responsible for aligning the brand's strategic direction along with development of long terms and short term marketing plans and execution for designated geography. Also responsible for market share, brand equity, agency management and financial performance of brand.

Job Responsibilities:

Understand, reflect & practice IFFCO's vision & values for developing and delivering Annual Marketing /Brand Plan in respect of Volumes, Market Share and Margins in Domestic markets; as consistent with the annual business plan.

For generating long term customer / consumer demand and salience for categories, group of products/brands and to this end develop a Marketing Strategy.

For generating Marketing campaigns and determining appropriate Media-mix viz: TV, Print, hoarding, radio, point of sales and internet etc.

For developing marketing budgets in terms of ATL/ BTL, its prudent deployment and ensure budgeted category/product group / brand margins.

Job Requirements:

Degree in Marketing is preferable.

From 0-5 years in a similar role

#J-18808-Ljbffr

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