

Marketing Manager Jobs In Dubai UAE | Alshaya Group

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The brand marketing team sits within Alshayas Hospitality Division, supporting the strategy definition and execution across the brands to deliver best in class customer engagement and return on investment. Within the brand, the Marketing Manager serves as a single point of contact for operations, internal and external stakeholders when it comes to planning and delivery of marketing campaigns across all customer touch points.

Responsibilities: Define (in some cases) and guard brands positioning, image and tone of voice across all customer-facing interfaces

Strategise and execute marketing and communication initiatives based on best practice and relevancy

Align marketing activities with brand growth plans, and market-specific challenges and opportunities

Strategize and lead campaign definition, planning and execution across multiple channels, with the involvement of multiple stakeholders (e.g. define audiences and targeting opportunities with partner agencies, work with the operations team to optimize instore experiences through experiential marketing, come up with topical campaigns specific to each market through utilizing social listening tools, etc.)

Work closely with the loyalty team to support and integrate CRM planning and activities with brands

Continuously evaluate, identify opportunities to optimize brand performance through cost-

effective marketing initiatives Requirements: 5+ years experience from executional as well as strategic roles – agency and/or client side

Bilingual language ability, with Arabic at the center of strategic and design thinking

Experience defining and managing campaigns across digital, e-commerce and social media channels. Wider knowledge of digital marketing channels, such as affiliation, mobile, web and email and how these integrate from a strategic point of view would be ideal #J-18808-

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