

United Arab Emirates Jobs Expertini®

Marketing Manager-Oman

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Company: Lobo Management Services

Location: dubai

Category: other-general

We have been mandated by our client, a large local group having diversified businesses in Oman, to recruit a creative and result-oriented Marketing Manager with a strong background in the skincare and beauty industry for one of their subsidiaries. Reporting to the General Manager, the position involves a multifaceted role, including evaluating product demand, identifying potential customers, and crafting effective pricing strategies for profit maximization. It also entails overseeing product development, working closely with cross-functional teams, including product development, sales, and creativity to align with market demands in the skincare and beauty industry. The dynamic task of advertising products through cutting-edge techniques, online or otherwise, is crucial for effective engagement with the target audience. The candidate will be responsible for actively participating in promotional activities and trade shows to effectively promote the company's products and services and also oversee the comprehensive evaluation of the financial aspects of product development, which includes meticulous budgeting, monitoring expenditures, analyzing return on investment (ROI), and projecting profit and loss (P&L) to ensure financial viability. Collaborating closely with advertising and promotion managers, the Marketing Manager will be tasked with formulating, directing, and coordinating strategic marketing activities, understanding business goals, market dynamics, and cost considerations, to identify, develop, and evaluate effective marketing strategies. A four-year bachelor's degree, coupled with proficiency in Digital Marketing, Communication, and Web Design, can significantly add value to the role. Exceptional communication and interpersonal skills, along with expertise in market research and data analysis for implementing successful marketing

strategies are the crucial requirements.

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