

Marketing Manager -Sports Jobs in Dubai | GMG

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Company: GMG

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Job Responsibilities:

Supports in preparing the annual marketing budget for the assigned Business Unit along with the senior management team, and allocates resources accordingly

Participates in the development of integrated marketing plans to best maximize brand presence in the market

Builds the annual marketing calendar with the support of business functions and other key stakeholders, and ensures seamless execution of marketing activities and initiatives

Coordinates with GMG's internal departments to develop brand and product attributes and positioning in line with the business requirements

Works closely with PR and media agency to optimize and maximize brand presence in the market

Plans and implements the utilization of various media channels with a view to maximize return on investment across all marketing initiatives

Liaises with vendor / suppliers to ensure efficient delivery of projects as per the established guidelines and set timelines

Jobs Requirements:

Bachelor's Degree in Business Administration or Marketing

Master's Degree in Marketing is preferred

A minimum of 5-6 years of experience in the Sports Division: experience in Retail and/or Sports practice

#J-18808-Ljbffr

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