

# United Arab Emirates Jobs Expertini®

## Marketing Manager | TCL Dubai

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Company: TCL

Location: dubai

Category: other-general

### Marketing Manager | TCL Dubai

TCL was established in 1981, started out producing magnetic tape and eventually expanded the business to smart terminals production, semiconductor displays, new energy photovoltaic, industrial finance and investment

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#### Responsibilities:

Oversee and manage the marketing department of the Dubai branch, developing operational standards and conducting in-depth case analyses to refine and apply practical insights.

Lead product marketing operations, aligning with the BG Marketing Department's Integrated Marketing Communication (IMC) strategy. Develop and implement localized marketing plans for Dubai and Gulf countries.

Plan and execute social media and digital marketing strategies. Establish a comprehensive digital marketing and communication system for the Dubai branch to effectively drive brand, product, and promotional content dissemination in Gulf countries.

Strategize and plan exhibitions and conferences. Independently plan and execute marketing-related events, including product launches and customer communication conferences.

Establish an offline brand promotion system. Implement terminal standardization based on BG Marketing Department requirements, fostering the establishment of the brand image in local retail stores in Dubai.

#### Requirements:

Bachelor's degree or higher in marketing, advertising, or related fields.

8+ years of relevant marketing experience, with over 2 years of team management experience. Prior experience in the home appliance or electronic consumer goods industry is advantageous.

In-depth knowledge of the electronic consumer goods market in Gulf countries. Proficient in product promotion, brand image establishment, terminal retail management, and brand marketing. Preferred access to local supplier resources and established media cooperation relationships.

Strong market awareness with the ability to keenly analyze market dynamics and trends.

Excellent communication and coordination skills, coupled with strong project management abilities.

Proficient in English, with a willingness to be stationed in Dubai.

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