

# United Arab Emirates Jobs Expertini®

## Marketing Manager – United Arab Emirates

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Company: Fluid Codes

Location: , , United Arab Emirates

Category: other-general

Home CareerMarketing Manager – United Arab EmiratesMarketing Manager – United Arab EmiratesAbout The Company: Key Duties and Responsibilities:Develop and implement comprehensive marketing strategies that align with the company's sales goals and management directives.Understand sales objectives by liaising with field and inside sales teams, generating marketing qualified leads through diverse activities.Lead and manage a marketing team, focusing on digital and event marketing, to increase brand presence and market awareness in the Middle East and Africa.Act as the primary marketing contact for our principal company, coordinating all marketing-related functions and matters.Create and execute annual marketing plans, ensuring they complement the company's sales and overall objectives.Analyze marketing metrics, providing quarterly reports to the director with insights and strategic recommendations.Collaborate with cross-functional teams to ensure a unified approach to market penetration and brand consistency.Oversee digital marketing efforts, including social media, content creation, SEO, and the utilization of data-driven insights for campaign optimization.Qualifications: MBA in Marketing, Business, or a related field.Proven experience as a Marketing Manager, preferably in the software/IT industry, with a focus on the Middle East and Africa markets.Strong understanding of digital marketing, content creation, brand management, and strategic go-to-market approaches for software solutions.Exceptional analytical skills with a strategic mindset for data interpretation and decision-making.Excellent communication skills, fluency in English is a must; Arabic language skills are advantageous.Ability to lead and inspire a marketing team, fostering a collaborative and innovative environment.Join Us:If you are driven to excel in a dynamic

software development company and have the expertise to lead impactful marketing initiatives, we encourage you to apply. Be a part of Fluid Codes and play a crucial role in shaping the future of technology solutions in the region Job Title Marketing Manager – United Arab Emirates Accelerate your digital transformation with engineering simulation solutions Copyright 1997-2024. All Rights Reserved.

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