

Marketing Manager

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Company: Antal International

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Job Description

Role Marketing Manager

Location - Dubai

Salary 25000 AED-30000 AED

Nationality -arab or european nationals

Experience-5-10 years

Roles & Responsibilities:

To manage the Marketing team of the company with emphasis on Brand and Product management

Prepare marketing strategy and deliver marketing plan within approved budget and in alignment with company P and L

Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments

Present ideas and final deliverables to internal and external teams, and communicate with senior management about marketing programs, strategies, and budgets

Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration

Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies

Digital marketing and Social media marketing activities with monitoring

Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes

Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

To drive the team to achieve and support overall marketing functions such as advertisement, market research, product launches, promotion and providing support to sales teams while driving strategic objectives.

Strategy development and planning of campaigns that can promote the business and generate genuine traffic (both offline and online)

Implementation of the marketing campaigns right from ideation to final analysis and refinement

Creating engaging and informative content for the website, blog, social media, and any other content marketing channels that the business might leverage

Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan

Market through various channels and segment databases working with customer database

Manage content and updates for customer and internal touch points, establish budget guidelines, participate in events, document business processes, and provide sales support

Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads

Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly

Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics

Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications

Skills required:

Marketing KPI management (Online Marketing and SEO)

Exposure to digital and social media marketing

Proven success in developing marketing plans and campaigns

Excellent written and verbal communication skills

Experience building marketing programs and reporting on the results

Strong project management, multitasking, and decision-making skills

Metrics-driven marketing mind with eye for creativity

Strong problem-solving ability, including metrics-driven thinking

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