

## Marketing Specialist Jobs In Abu Dhabi | Black Pearl Consult

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### Marketing Specialist Jobs In Abu Dhabi | Black Pearl Consult

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In this role, the job holder will be responsible for executing marketing and digital strategies to enhance the company's market penetration throughout the Middle East. Overseeing all marketing and digital initiatives and lead ongoing development and analysis to improve customer insights, strengthen customer acquisitions and retention efforts, improve targeted market campaigns, and drive cost-effective strategic business initiatives.

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Develop & execute marketing and digital plans for all campaigns, promotions, and branding events, based on KPI/objectives set by the company and centralize digital retail team, the business needs and ad hoc requests from Executive levels

Communicating key objectives and tasks, in order to successfully execute the implementation of marketing campaigns

Support in creating the yearly campaigns calendar to be in line with the regional calendar while maintaining local relevance

Provide a breakdown of the annual Marketing budget by allocating appropriate funds amongst the yearly scheduled campaigns, based on the seasonality of sales and forecasts, and other associated variables

Partner with 3rd parties to develop the content and strategy for the annual Marketing

## Calendar

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### Requirements

Master's degree or Bachelor in Marketing, Business Administration, Communications or a related field or equivalent commercial experience

Minimum 4 – 10 years' experience in hospitality and / or sports facilities environment

Experience in an integrated Private or Semi-Private Resort and Country Club or Sports Club with both Membership and Public access in a senior leadership role

Minimum 5 years' UAE experience in Commercial Marketing, gained in a managerial role, with a proven track record of implementing and sustaining market developments; Retail Marketing experience is preferred

Excellent leadership skills with experience of driving performance in teams

Ability to provide honest feedback and constructive criticism to the team

Organizational and planning abilities including the ability to deal with/work under pressure and tight deadlines

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