

Marketing Specialist

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Company: Azadea Group

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Stay up to date with Market and online trends relevant to the brand for ensuring campaigns and promotions are relevant within each market

Ensure adherence of all marketing campaigns/promotions to marketing plans and specifications set by brand owners in order to ensure regional/global brand image standardization

Participate in setting up and implementing marketing strategies as well as a timetable of promotions and activities in support of the marketing plan aiming at maximizing consumer brand awareness and revenues

Maintain awareness on best practice marketing techniques/tools to achieve successful campaigns and promotions for generating brand revenue, profitability and increasing market share

Liaise with all concerned parties to guarantee adequate planning, execution and monitoring of marketing activities

Maintain strong relationship with key media partners, stores and external parties to maximize marketing and advertising opportunities

Bachelor's Degree in Marketing or equivalent

2-3 years of experience in a similar field

Fluency in English Arabic is a Plus

Proficiency in MS Office

Strong knowledge of key Marketing and Advertising principles

Relationship Building: level 3

Change and Adaptability: level 2

Commercial Understanding: level 2

Communication Skills: level 3

Cultural Awareness: level 1

Customer Focus: level 2

Planning and Organizing: level 3

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