

## Marketing Strategic Initiatives Director Jobs In Dubai | AVEVA

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Location: Dubai

Category: sales-and-related

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### Responsibilities

Working with marketing leadership, the business areas and other functions across the company, determine the global marketing strategy and plan for execution while guiding the marketing organization towards best practice planning methodologies.

In partnership with marketing leadership, oversee and set goals for marketing both long and short term.

Establish a data-led marketing practice, measuring, managing and analysing marketing performance to maximise effectiveness and optimise return on investment (ROI).

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### Requirement

Understanding of marketing principles and methodologies working in dynamic Cloud or SaaS organizations

Strategic planning, analytical and project management skills, with experience in achieving quantifiable results

Highly observant and analytical

Excellent communication and relationship-building skills with Senior Leadership and C-Level, within marketing and across functions

Proficiency in data analysis and data-driven decision-making

Strong leadership, initiative to autonomously drive business objectives and make difficult decisions

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