

Oliver Wyman - Senior Marketing Manager - Dubai

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Company: Marsh & McLennan Companies

Location: dubai

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Oliver Wyman - Senior Marketing Manager - Dubai page is loaded Oliver Wyman - Senior Marketing Manager - Dubai Apply remote type Hybrid locations Dubai - Mediatime type Full time posted on Posted 2 Days Ago job requisition id R_265504 Company: Oliver Wyman Description: Oliver Wyman is a global leader in management consulting. With offices in more than 70 cities across 30 countries, Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management, and organization transformation. The firm has more than 6,500 professionals around the world who work with clients to optimize their business, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC). For more information, visit www.oliverwyman.com. The Opportunity: To support our exciting growth trajectory in the India, Middle East & Africa region, we are seeking an experienced, results-driven Senior Manager to lead our IMEA Marketing team. Based in Dubai, the successful candidate will work closely with the Global Brand & Marketing Strategy Lead and fellow Marketing team members for IMEA (India, the Middle East and Africa), in order to strategise and deliver IMEA-specific campaigns across Client-, Candidate- and Colleague touchpoints. The successful candidate will play a crucial role in driving commercial growth and building value for the company through strategic marketing efforts, establishing our brand presence and advancing our growing ambitions in these fast paced growth markets. Specifically, the Senior Marketing Manager will manage and supervise the IMEA Marketing team and their collective execution of marketing projects, ensuring all marketing

deliverables are strategically aligned and superior quality, exceeding expectations and impact. As the Team Leader, the ideal candidate should have strategic thinking, strong operational skills, and a track record of working in complex professional services organizations. They should be comfortable with cultural transformation and team coaching, while fostering and applying innovative thinking to achieve growth objectives in the region.

Alongside supervising the IMEA Marketing team, the role involves collaborating with Regional and Global teams, business leadership, and peers within our holding company MMC and Centers of Excellence, to execute marketing, brand, content, digital, and PR priorities.

Responsibilities: In this position, the successful candidate will lead a team of marketing professionals distributed across India, the Middle East and Africa, working with the Global Head of Brand & Marketing Strategy to co-define the go to market strategy and deliver the goals of multiple stakeholders. They will also provide a mentoring role to more junior team members, supporting them in delivering on their objectives and coaching them in their careers. Day to day, the Team Leader works with business stakeholders and peers to ensure the strategy is being delivered.

Specifically, the successful candidate will:

- Leverage industry knowledge to effectively enhance Oliver Wyman's positioning in the IMEA market
- Work with the Global lead for Brand & Marketing Strategy to co-define and implement a comprehensive marketing and communications plan that enhances market profile, client engagement, and revenue growth across IMEA
- Foster connections across departments and stakeholders, promoting open lines of communications and ensuring the team are delivering on Marketing business objectives and brand consistency
- Play an advisor role to Business Leaders on local activation strategies, and represent IMEA Marketing, with a seat at the table of various other business functions
- Build and manage strategic relationships with external parties, including media, marketing agencies, and social media platforms
- Cultivate marketing partnerships and vendor relationships to enhance execution capabilities
- Lead the roll out of select global and sub-regional priorities related to thought leadership, digital presence, marketing campaigns, event planning, public relations, strategic alliances, and community outreach
- Stay abreast of best practice marketing approaches and competitor campaigns, bringing informed insights to how we enhance our activation efforts
- Foster a collaborative team culture and align with enterprise-wide marketing best practices
- Supervise workflow patterns, quality-check submitted work, coordinate resources, delegate tasks to the necessary experts in the team, while supervising their output – ensuring business' strategic goals are being supported
- Oversee the maintenance of standardized reporting

on how we are meeting targets and KPIs, and offer actionable insights for decision-making

Coach and mentor the marketing team, facilitating their professional growth and development

Be responsible for thoughtful budget allocation and investments

Key Requirements: Bachelor's degree (or higher) in Marketing, Business, Communications, or a related field

10+ years of progressive experience in leading and executing multi-channel marketing, in a professional services environment.

Expert interpersonal, organizational, communication, and leadership skills

Demonstrated team management, and the ability to inspire a team of talented marketers

Comfortable with practical implementation, working alongside team members to support shared success, as well as team management

Excellent communication and presentation skills, capable of influencing senior leadership regionally and enterprise-wide to achieve shared successes.

Advanced knowledge of traditional and digital marketing approaches, across integrated campaigns

Ability to think both analytically and creatively.

Fluency in English; proficiency in Arabic will be an advantage

Highly organized with the ability to manage multiple projects and priorities without compromising accuracy or efficiency.

Innovative mindset, willing to challenge the status quo and quickly adapt to new strategies and tactics. Resourceful and able to achieve more with limited resources.

Attention to detail and sound judgement, ideally gained in a management consulting firm. Comfortable in a fast-paced environment.

A customer-oriented approach; A proactive, can-do attitude; an entrepreneurial spirit.

Candidates with professional services expertise is essential

Why join us at Oliver Wyman? At Oliver Wyman, we lead with heart - we love what we do and have fun while we do it! We also strive for breakthroughs by questioning, seeking diverse perspectives, and finding powerful and sustainable solutions. If you share these values and want to work as one and own our impact at the same time, be brave and achieve the amazing with us!

We're individuals who are self-starting, motivated, energetic, entrepreneurial about what we do

We have the common aspiration to have an impact, leave a legacy and change the world. We have no interest in running a steady-state business. We want to build, grow and shape the environment around us

We value an environment where every member of Oliver Wyman is encouraged and expected to voice his or her opinion

We believe that to create a true meritocracy we need to remove artificial barriers to opportunity

We value people whose lives balance work and non-work activities because we believe they are both more interesting colleagues and are able to make better contributions to the Firm.

We push ourselves hard to deliver excellence, but we also work to extract the maximum benefit from the flexibility of a project-based business. We

provide the ability to take career breaks for personal or family reasons. We fundamentally value each other's time and are sensitive to how it is used. We are an output not input-based culture, have respect for people's personal decisions, and believe that one's workload must be sustainable. We seek balance for ourselves and our colleagues. To learn more, please follow us on Facebook, LinkedIn or

Twitter: OliverWyman. www.oliverwyman.com/careers Marsh & McLennan Companies and its Affiliates are EOEMinority/Female/Disability/Vet/SexualOrientation/Gender Identity employers. #J-18808-Ljbfrr

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