

# United Arab Emirates Jobs Expertini®

## Onsite Manager

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Company: Majid Al Futtaim

Location: Dubai

Category: healthcare-practitioners-and-technical

Majid Al Futtaim invites you to join us in our quest to create great moments for everyone, everyday! We are the leading shopping mall, residential communities, retail and leisure pioneer across the Middle East, Africa and Asia, serving over 560 million visitors a year. For the past two decades, we have shaped the consumer landscape across the region, transforming the way people shop, live and play, while maintaining a strong sustainability track record and the largest mall in the world to attain LEED Gold EBOM Certification. We have over 40,000 team members in 15 international markets representing over 100 nationalities – all keeping the customer at the heart of everything we do. If you enjoy being BOLD, PASSIONATE and TOGETHER, then Majid Al Futtaim is the destination for you.

### Role Purpose:

The Onsite Manager is responsible for managing and optimizing the Carrefour on-site experience for customers to increase Gross-Merchandise-Value, improving conversion rate, average order value, and customer lifetime value.

### Role Details – Key Responsibilities and Accountabilities:

#### Strategize Sale Campaigns

- Plan central theme and USP of sale campaigns
- Work closely with the commercial teams in the markets for promotions
- Liaise with the Analytics team to gain detailed insights and trends
- Use data and analytics to optimize campaigns, report on results, and drive shopping innovations
- Liaise with Content and Creative team to build promotional campaigns
- Manage product boosting on campaign landing pages

- Conduct competitor analysis while preparing sale campaigns

Optimize on-site customer experience

- Work with CORP Onsite Marketing team on central campaigns, implementing best practices, new product features and campaign optimization
- Manage Home Page, category pages and onsite assets
- Optimize Banner CTRs and CTTs on Home Page and Sale Page
- Deploy content marketing communications and promotions to drive customer engagement and increase long-term buyer retention
- Curate content to create discovery experience for our buyers, constantly iterating and improving the overall experience
- Understand on-line versus off-line consumer shopping behavior and trends to optimize on-line shopping experience and maximize commercial impact
- Manage category landing page implementation & optimization by understanding key category driver and opportunities
- Communicate with cross functional teams like Content, Paid Media, CRM, Analytics and online Merchandising teams
- Assure constant collaboration with Omni-channel product & UX team

Goals

- Work towards reaching Order, AOV and GMV Target
- Work for increasing Home Page Conversion Rate, Banner CTR, Banner CTT and orders through banners

Human Capital Responsibilities

- Ensure the implementation of the performance management process.
- Provide mentorship for the purpose of developing a continuous talent pipeline for key roles
- Identify training needs and coordinate with the HC department to ensure facilitation of training requirements.
- Oversee the development and implementation of on the job-training.
- Ensure constant availability of the required competent staff to support the organization in meeting all its responsibilities, plans, and objectives.
- Provide inputs while developing MAF Retail's corporate policies and relevant procedures, and monitor the implementation.

Financial Responsibilities

- Monitor allocated budget to ensure compliance and take corrective measures when

necessary.

- Provide inputs on the development of annual budget.
- Review financial reports for accuracy and consistency.
- Develop necessary measures towards continuous reduction of the operational cost.

Disclaimer: This role description reflects the general details considered necessary to describe the principal responsibilities of the role identified and shall not be construed as an exhaustive description of all the work requirements inherent to success in the role.

#### Qualification, Experience & Skills:

##### Minimum Qualifications/Education

- Bachelor's Degree in Business Administration or relevant to the role
- Master's Degree in Business Administration is preferred

##### Minimum experience

- Minimum 5 years in the related managerial function
- Preferably 2 – 3years in an onsite merchandising role in an E-Commerce company

##### Preferred Languages

- English (Full professional proficiency - Required)
- Arabic (Professional efficiency – Advantage) Language of the country where applicable

##### Skills

- Strong analytical skills to gain business insights
- Google Analytics, Tableau and MS Office
- Strong communication skills to engage various stakeholders
- Ability to understand processes within complex organizational structures
- Team-player, with high degree of self-motivation

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