

United Arab Emirates Jobs Expertini®

Partner-Track Director, Marketing at Government Relations Strategy Consulting Firm in Dubai

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Company: The MENA Catalysts, Inc.

Location: , , United Arab Emirates

Category: sales-and-related

Context

The MENA Catalysts aims to build a team of “world-class athletes” at all levels and that includes in marketing and practice development. We are seeking a talented, full-time director in-person to do just this.

Key Responsibilities

Marketing

Develop and execute firm’s marketing strategy

Develop client acquisition action plan

End-to-end digital campaigns orchestration (Linkedin & Instagram, Display ads, Influencer Marketing, Retargeting)

Budget management, growth strategy

Building MVPs

Lead generation, email marketing

Strategize and execute marketing lead generation

Develop and execute a systematic, organized business development strategy to scale sales growth, drive lead generation, and manage the leadgen pipeline

Produce business development proposals, for example market entry strategy to a fintech or crypto multinational client prospect; in Google Docs, Google slides, or Proposify

Drive B2B Content Creation — that leverage firm's expertise — in arresting, engaging style that drives client engagement to The MENA Catalysts.

Project Execution – After first 6 months- Drive project implementation day-to-day

Lead delivery of Gulf government relations strategy projects for fintechs, crypto, and AI multinationals.

Translate client priorities to work scope, division of roles, project budgeting and project governance to delegate:

Internally (strategy consultants, paid interns)

Externally (subject matter experts, contractors/consultants)

Formulate and test hypotheses; storyboard, and create nuanced, actionable market entry strategy for clients expanding, primarily in the Gulf. In some cases, you will be asked to travel. (approximately ten percent of year)

Conduct final review, ensuring projects are delivered on time and to the highest standards

III. Management

Work closely with senior management to build the The MENA Catalysts internal organization

Strategy: Conduct specific company strategy tasks including corporate business planning-related priorities:

Lead sectoral and competitor analysis including tracking government relations licensing trends, tracking competitor services, performance and developments.

Knowledge Management: Develop Firm's internal knowledge management, currently residing in Google Docs, Google Slides and PDFs

General Operations and Coordination: Managing upwards to firm leadership — Escalate smartly. Align with the CEO, provide him project tracking to ensure that milestones and goals are being met.

Partner on other workstreams including sales, operations, talent recruitment, on range of business priorities

Essentials

Leadership skills, formal project management experience; preferred to have entrepreneurial experience

Strong team-player — with extensive ability to lead, organize and motivate team to accomplish goals.

Familiarity with Wordpress, Zapier, Google Data Studio, Canva, Adobe Photoshop & Illustrator, Asana

10 years of diversified experience in IT products, SaaS, and B2B companies

Passionate about creating and growing outstanding and sustainable products and companies. -Content creation experience

Demonstrated interest in self-development and self-growth

High emotional intelligence

Highly developed proficiency in Google Docs, Google Sheets, and ChatGPT

Master's degree

#J-18808-Ljbffr

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