

Regional Marketing Manager

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Company: Restore Talent Solutions

Location: dubai

Category: other-general

Focus on product marketing be responsible for developing the integrated marketing strategies for product line and its execution continuously increase brand awareness and market share from the marketing side for the whole Middle East region markets. To develop and implement marketing strategies for vehicle sales parts and service and promote the brand image to increase the market share and sales.

1. Work with GM Headquarter and develop an integrated marketing strategy including but not limited to marketing analysis TA insights digital marketing AD strategy ATL and BTL PR. to effectively achieve brand promotion objectives and increase market share for sales aftersales department in line with their respective business strategies.
2. Overseas all areas of marketing and advertising including digital and traditional marketing strategy campaign management.
3. Uses of costumer data and insight to drive marketing plan and actives.
4. Support sales and aftersales team in promotion and aftersales marketing campaign for continuously increasing market share and customers loyalty.
5. Collaborates with GM Headquarter and agencies on most effective media mix strategy and ad placement as well as optimizing budgets for targeted reach and frequency of messaging for the brand.
6. Supervises functioning of direct reports identifies training needs reviews performance of subordinates on assigned targets provides feedback and helps them to develop their skills.
7. Market research and intelligence and product competition analysis.
8. Marketing budget and support acceptance management.
9. Coordinate with HQ and regional markets for implementing the HQs marketing direction.
10. Other tasks required by the management.

Requirements Bachelor degree in Marketing or any related field. Minimum of 10

years marketing work experience in Automotive industry. Experience in developing the integrated marketing strategy and its execution. Excellent interpersonal and communication skills are required. Ability to work in collaboration with crossfunctional teams. Track record of success in growing a brand in the region. Demonstrated ability to develop a strategic marketing plan. A passion for the consumer for brands and for seeking out and applying consumer insights that can build the business. Excellent management planning and organisational skills. Able to produce 612 month plans in advance at correct level of detail. Manages activities and people either directly or through others. Good written and spoken communication skills in English and Arabic. A minimum of 5 yearsexperience in Automotive as Regional Marketing Manager

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