

## Regional Marketing Manager

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Company: Michael Page

Location: United Arab Emirates

Category: other-general

### The Role

The job involves developing and implementing marketing strategies for a gut-health focused brand, with a focus on driving growth through market research, social media engagement, and product alignment. Client Details The company is a start up focusing on Health & Wellness, built around Prebiotics and Probiotics. Description \* Develop and execute marketing strategies that align with the company's overall business goals and objectives. \* Conduct market research and analyse customer insights to identify trends and opportunities to drive growth. \* Develop and manage the brand's marketing budget and ensure ROI on all marketing campaigns. \* Develop and execute social media and content strategies that drive engagement and increase brand awareness. \* Create and manage the brand's content calendar, ensuring that content is aligned with the brand's messaging and positioning. \* Work with product and sales teams to ensure that the brand's product offerings are aligned with the brand's messaging and positioning. \* Manage relationships with external agencies and vendors to ensure that brand initiatives are executed flawlessly. \* Monitor and report on brand performance, including brand awareness, customer engagement, and revenue growth. \* Ensure that all marketing messaging is consistent across all channels and touchpoints. Job Offer The opportunity to be part of a rapidly growing industry with significant potential for impact.

### Requirements

\* Master's degree in marketing, communications, or a related field. \* 3+ years of experience in

Marketing in consumer health. \* Strong understanding of consumer behaviour and market trends. \* Excellent written and verbal communication skills. \* Ability to develop and execute effective marketing strategies and campaigns across all social platforms. \* Strong project management skills, with the ability to manage multiple projects simultaneously. \* Demonstrated experience in managing external agencies and vendors. \* Ability to work cross-functionally and collaborate with different teams. \* Strong analytical skills and the ability to use data to inform decision-making. \* Passion for building and growing brands.

#### About the company

Michael Page is one of the world's leading professional recruitment consultancies, specializing in the placement of candidates in permanent, contract, temporary and interim positions with clients around the world. The Group has operations in the UK, Continental Europe, Asia-Pacific and the Americas. In the Middle East we focus on the areas of: Finance & Accounting Banking & Financial Services Procurement Property & Construction Engineering & Supply Chain Oil & Gas Technical and Engineering Human Resources Sales Marketing Technology Secretarial Executive Search Legal The Group operates through 161 offices in 33 countries and employs over 5,000 employees worldwide.

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