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Location: dubai

Category: other-general

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We are Mindshare. A global digital first platform & media services company that accelerates Good Growth for its clients in the age of a new marketing economy. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better. We accelerate growth for our clients by connecting digital, media, creative and tech, prioritizing customer relationships, customer voices, real-time activation that is underpinned through data to demand a response.

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Responsibilities

Provide strategic guidance and direction to clients to achieve their business goals.

Develop and implement a transformation agenda and strategic vision for our clients' businesses.

Oversee the execution of our strategic plans for clients, working closely with our regional and operational teams.

Build a deep understanding of clients' businesses and the industry sectors they operate in.

Stay up-to-date with the latest industry developments and advise clients on key market trends and opportunities.

Identify opportunities to expand our services and increase revenue through services upselling

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Requirement

Drive organic growth increase by defining and delivering a transformational scope of work, product, and services for clients.

Secure new business growth from other clients, outside of the existing client base, with a 25% conversion rate.

Deepen our relationship with clients and achieve consistently high client evaluation scores, measured through an increase in TRR (or similar metrics).

Produce award-winning work across the account with annual submission to regional and global award festivals including Dubai Lynx, MENA & Global Effies, Festival of Media, & Cannes.

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