

Retail Brand Marketing Executive – Nike Jobs in Dubai GMG

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Company: GMG

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Job Responsibilities:

Seasonal concept map / story execution to the highest levels in terms of quality and consumer impact.

Alignment with the retail marketing team against seasonal priorities, door plans and executions

Alignment with the sales teams on product allocation and availability

Alignment with the budget / finance / brand planning team in terms of prioritization and brand calendar

Execution within assigned stores against assigned timelines / budgets and expectations.

Recap delivery and KPI delivery of all activations / executions.

GENERAL

Owning project management across the board to make sure all executions are up to brand expectations and standard

Alignment, steering and overseeing all agency relations to execute any activations (from brief to recap)

Creating and maintaining agency roster and database for physical activations in Dubai and building a KPI / performance analysis for each activation / agency.

Pitching and awarding pitches to set of rostered agencies

Photo / video recap of each activation

Building / maintaining and driving and activation calendar for Dubai

Requirements –

Bachelors Degree

3-5 Years of Retail Brand Marketing Experience

Technical skills: Advanced knowledge of MS-Office applications (Outlook, Excel, PowerPoint, Word, Project).

Efficiency: Strong organization & multi-tasking skills, and an eye-for-detail.

Communication: Excellent knowledge of English (written, verbal). Knowledge of Arabic is a plus

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