

Retail Marketing and Events Senior Executive Mercedes-Benz Cars Middle East FZE, Dubai Start fr[...]

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Company: Daimler AG

Location: , , United Arab Emirates

Category: other-general

Tasks Your Purpose:

PC marketing steering of the MBDG markets including budget planning, monitoring & controlling

Co-ordinating and communicating research and customer insights

Steering GDMEC helpdesk for CI approvals and GD communications

Managing regional external events – from planning to execution and evaluation of performance

Developing integrated roadshow concepts and co-ordinating vehicle logistics

Your Responsibilities:

Retail Marketing

Support, consult and steer the General Distributors regarding all strategic marketing tasks, incl. topic and budget planning

Closely collaborate with Sales and Product/Pricing/Planning teams to understand long,- mid and immediate business objectives and derive strategic briefs for Marketing

Communication team

Closely monitor, steer and control GDs' marketing and communications operations, budget planning and consumption incl. review of local investment

Monitor Variable Margin PC Marketing and DRS criteria fulfillment

Oversee Team X GD Helpdesk support

Steer the GD Induction Programme

Scale GDMEC further with rollout to LATAM + SEA

Steer GDMEC team X on how expansion to cover local GD scope can be structured

Research and Customer Insights

Build the strategic framework for all marketing and communications operations based on research insights and data

Co-ordinate relevant studies and communicate to stakeholders

Identify missing insights and suggest measures to fill the gaps

Technology

Lead the GD Marketing Portal ongoing maintenance / enhancements with Team X /

Code

Organize training on the different GDMP modules and their new functions

Enforce usage and adoption of the GDMP among GDs and propose system enhancements for the future

Rollout/oversight of any other systems required by the Marketing Team

Regional External Events

Develop and maintain overview of all relevant events taking place in the region

Evaluate which events align with MB strategic responsibilities and recommend which events MB should participate in, and to what extent

Plan and execute regional external events

Select event agency together with procurement (if applicable)

Steer event agency (if applicable)

Ensure events are delivered on-time, meeting MB standards, and within allocated budget

Evaluate event performance

Steer GD partner events, approve concepts and share best practice

Roadshows

Develop detailed concepts/integrated experiences that can be executed by GD partners in order to support business requirements

Manage the logistics of pre-series roadshow vehicles including negotiation with HQ stakeholders and GDs

Independently problem solve any logistics challenges that arise

Maximize vehicle usage whilst staying within the budget allocated

Co-ordinate showcar bookings with HQ on behalf of GDs

Qualifications Your Profile:

Technical knowledge

Minimum 5 years of experience in Marketing (agency or client side)

Experience in international or cross-border in retail marketing

Good project management experience and ability to prioritize and work on several projects simultaneously

Strategic mindset and ability to contextualize economic, technological, and socio-cultural with regards to our MBDG setup

Ability to work with cross-functional teams

Automotive marketing experience is a plus

Soft skills/individual competence

Passion, Respect, Passion, Respect, Integrity, Discipline, Strong Analytical Skills, Excellent organizational and project management skills, Dedication, Commitment, strong experience in all relevant digital channels

Excellent English skills (in writing & verbally) are a must; additional languages e.g. Arabic, French and/or German are a plus

Be an advocate for positive change and work fluidly supporting an agile delivery methodology

Strong written and verbal communication skills as well as experience in presenting to various stakeholder groups

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