

United Arab Emirates Jobs Expertini®

Senior Marketing Manager

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Company: Edelman

Location: , , United Arab Emirates

Category: other-general

ABOUT USEdelman is a new kind of agency, at the intersection of PR, Advertising, Social, Digital, Earned Media and Experiential. We blur the lines between each medium to create smart, innovative, and powerful work that gets people talking and engaging with brands in new ways. You will be challenged to push convention and your creativity to find modern ways to drive consumer behavior in today's socially charged, digital environment. We are passionate, unconventional, and driven by a desire to do the best work possible. We get results for our clients and have the trophies to prove it. We are tough on work. We are kind to each other. We also laugh a lot

THE ROLE This is an exciting opportunity to join Edelman's UAE marketing team. You will be the Regional Marketing Lead who will own and drive the marketing workstreams for the firm. This includes Edelman IP, external marketing, development of collaterals including biographies and case studies, and award submissions. You will report directly to the local market management and EMEA marketing team.

KEY ROLES AND RESPONSIBILITIES Leverage existing Edelman IP such as the Edelman Trust Barometer to highlight the agency, people, and advisory services within the Middle East with the ambition to build reputation and drive growth across key sectors and specialties. Also leverage global priorities, such as Global Women's Equality Network and Edelman's Gen Z Lab. Establish several initiatives and partnerships to showcase Edelman's commitment and contribution to the region. Includes announcement of one major initiative in each market, as well as ongoing initiatives. Thought leadership development, including drafting of bespoke content such as opinion articles and LinkedIn posts aligned against business and growth priorities. Drive and own award submissions, including use of creative assets

such as videos. Representation within industry associations and bodies. Refresh of local key collaterals such as case studies and biographies. Update and content management of Edelman's social channels and website. Always on reporting across event attendance, digital engagement, awards and content. Point of contact for the EMEA marketing team, acting as the connection between global and regional marketing activity to the MENA region and amplifying where relevant.

KNOWLEDGE & SKILLS You should have a background in communications with a minimum of six years of experience in handling proactive communications. Strong content skills are a necessity. In-house or agency experience is welcome. Arabic language skills are preferable.

WHAT'S IN IT FOR YOU? An opportunity to shape your future and work with some of the smartest and most energetic people in the PR industry, who will nurture, challenge, and enable you. Working as part of a wider EMEA marketing team while based in the region. We offer hybrid work environment where you can work from home 2x in a week. Big potential for personal growth, training, and further development of skills. A dynamic, collaborative, and inclusive culture, where diversity is embraced – and you are celebrated and appreciated for who you are. A huge variety of virtual learning and development resources to support your personal and professional growth. If you apply, we will review your fit against the position criteria and feedback to you. If your profile does not meet the criteria, we will retain your profile as an active applicant for future consideration. Edelman is a global communications firm that partners with businesses and organizations to evolve, promote and protect their brands and reputations. Our 6,000 people in more than 60 offices deliver communications strategies that give our clients the confidence to lead and act with certainty, earning the trust of their stakeholders. Our honors include the Cannes Lions Grand Prix for PR; Advertising Age's 2019 A-List; the Holmes Report's 2018 Global Digital Agency of the Year; and, five times, Glassdoor's Best Places to Work. Since our founding in 1952, we have remained an independent, family-run business. Edelman owns specialty companies Edelman Data & Intelligence (DxI) and United Entertainment Group (entertainment, sports, lifestyle). For more information please visit: www.edelman.com Click here to view a short video about life at Edelman.

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