

Senior Marketing Manager

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Company: Datahash

Location: united arab emirates

Category: other-general

Job Description: Roles and Responsibilities: 1. Thought Leadership and Strategy Development: Collaborate with cross-functional teams to ensure alignment of marketing efforts with overall business objectives. 2. Inbound Demand Generation: Lead efforts to drive inbound demand through paid growth initiatives, including PPC campaigns, social media advertising, and content syndication. Develop and execute partner marketing initiatives, including co-hosted events and co-marketing programs with strategic partners. 3. Content and Design Management: Oversee the creation of design and content for all external-facing assets, including pitch decks, collaterals, case studies, emailers, and the website. Ensure consistency and alignment with Datahash's brand identity across all marketing materials. 4. Analytics and Reporting: Monitor and analyze the performance of marketing initiatives to track key performance indicators and identify areas for optimization. Generate reports and presentations to communicate insights and recommendations to key stakeholders. 5. Team Leadership and Development: Manage and mentor a team of marketing professionals, providing guidance and support to help them achieve their goals and objectives. Foster a collaborative and high-performing culture within the Marketing team. Success Criteria: Increase in inbound demand generation through paid growth initiatives and partner marketing programs. Positive feedback from internal and external stakeholders regarding the quality and effectiveness of marketing materials. Achievement of key performance indicators and targets outlined in the marketing strategy. Requirements: Should have 8-10 years of working experience. Proven track record of success in developing and executing marketing strategies to drive inbound demand and establish thought leadership.

Bachelor's degree in Marketing, Business Administration, or related field; MBA preferred. Experience in the technology or SaaS industry is preferred. Proficiency in marketing analytics tools and platforms. Strong leadership skills with experience in managing and developing high-performing teams. Analytical mindset with the ability to interpret data and derive actionable insights. Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams

1. Work From Anywhere: Your office can be anywhere you like. Seriously, anywhere.
2. Your Hours, Your Call: Work early bird hours or burn the midnight oil. It's all good.
3. Get in on the Action: ESOP? Yeah, you get a piece of the pie too.
4. Health is Wealth: We've got you and your family covered, health-wise.
5. Cool Vibes Only: Our work culture is as awesome as your favorite hangout spot.
6. Epic Offsite: Once a year, we go all out. Think fun, sun, and maybe a cocktail or two.
7. Coworking Access: Need a change from your home office? We've got spots.

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