

Senior Partnerships and Marketing Associate

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Company: Datahash

Location: , , United Arab Emirates

Category: other-general

Senior Partnerships and Marketing Associate Job Description:As the Senior Partnerships and Marketing Associate at Datahash, you will report directly to the Senior Manager for Product Led Growth (PLG) and play a crucial role in supporting the execution of growth strategies through partnerships and marketing initiatives. Collaborating closely with the PLG team and other cross-functional departments, you will contribute to the development and implementation of strategies aimed at driving user acquisition, activation, retention, and expansion.

Roles and Responsibilities:

- Partnerships Development:** Identify and cultivate strategic partnerships with key players in the industry to enhance the reach and capabilities of the Datahash product. Collaborate with the Partnerships team to negotiate and establish mutually beneficial agreements and alliances. Coordinate partner activities and initiatives to support PLG objectives and drive growth.
- Marketing Support:** Assist in the development and execution of marketing campaigns and initiatives to promote the Datahash product and drive user engagement. Collaborate with the Marketing team to create compelling content and messaging tailored to target audiences. Monitor and analyze the performance of marketing activities to optimize effectiveness and ROI.
- Cross-Functional Collaboration:** Provide input and insights from partnerships and marketing activities to inform product and growth strategies. Communicate effectively with internal stakeholders to coordinate efforts and drive results.
- Data Analysis and Reporting:** Collect and analyze data related to partnerships and marketing activities to track performance and identify opportunities for improvement. Generate reports and presentations to communicate insights and recommendations to key stakeholders. Utilize data-driven insights to optimize partnership

and marketing strategies and tactics. Success Criteria: Establishment of strategic partnerships that enhance the reach and capabilities of the Datahash product. Positive feedback from partners and users regarding the value and effectiveness of partnership and marketing activities. Successful execution of marketing campaigns and initiatives that drive user acquisition, activation, retention, and expansion. Requirements Should have 3-5 years of working experience. Previous experience in partnerships management, marketing, or related roles, preferably in a product led growth business. Bachelor's degree in Business Administration, Marketing, Communications, or related field. Creative thinker with the ability to develop innovative marketing strategies and campaigns. Strong relationship-building skills with the ability to cultivate and maintain strategic partnerships. Excellent communication and negotiation skills, with the ability to effectively convey value propositions and negotiate agreements. Analytical mindset with the ability to interpret data and derive actionable insights. Detail-oriented with strong organizational skills and the ability to manage multiple projects and priorities simultaneously.

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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