

## Sr. Specialist Growth FinTech| talabat Dubai

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Company: talabat

Location: dubai

Category: other-general

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When you think of food delivery in the MENA region, we'd be pretty surprised if talabat didn't pop into your mind first! Since delivering our first order in Kuwait in 2004, we've grown quite a lot over the past 17 years.

The role will focus on driving user acquisition, identifying opportunities/initiatives and working with cross functional internal and/or external teams to drive results. This role is essential for maximizing talabat's fintech potential, fully dedicated to boosting our market presence of our newly launched and upcoming products.

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What's on your plate?

Responsible for developing and implementing a growth strategy that consistently acquires new users and engages current ones, leveraging all marketing assets and growth hacking tactics, in collaboration with marketing, product and partner teams.

Plan and monitor marketing campaigns for fintech initiatives to drive OKR/performance objectives (acquisitions, retention, churn) as well as brand objectives (awareness, engagement & TOM), including developing marketing playbooks and GTM strategy for all new fintech market launches & growing existing markets.

Prepare project plans for timely rollouts of initiatives, provide visibility to all stakeholders (including local marketing) and ensure their timely completion

Direct stakeholder management with regional marketing, local marketing, social media, CRM, creative, brand & other relevant teams for day-to-day marketing coordination &

alignment, and identify challenges and opportunities to be able to translate them into effective campaigns in a timely manner.

Understand and leverage performance marketing with stakeholders to drive fintech user acquisition and engagement.

Support Fintech team with ad hoc requests when necessary, including preparing presentations, data analysis and P&L

Work closely with internal and/or external stakeholders to drive marketing initiatives for new and/or existing projects aligned with goals

Develop CRM automation strategies for specific OKRs for new fintech initiatives related to acquisitions, engagement, churn/retention

KPI tracking, preparing weekly reporting and alignment of program performance / updates with local marketing and regional teams to guide and provide direction on the way forward to achieve marketing OKRs. Use data driven insights (existing marketing campaigns performance, platform level behaviour, customer surveys, local market insights, OKR performance, etc.) in designing the campaigns and assess the ongoing campaigns for effectiveness.

Don't miss out on this exciting opportunity – apply now at [dubaiofferz.com](https://dubaiofferz.com)

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