

United Arab Emirates Jobs Expertini®

Vice President of Marketing

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Company: Instashop

Location: , , United Arab Emirates

Category: sales-and-related

InstaShop: Shops you love delivered better [Role overview](#)[Application](#)[Back](#)Vice President of Marketing Marketing - United Arab Emirates, AE - Full time - 875InstaShop, headquartered in Dubai, is the leading online marketplace for supermarkets, pharmacies, pet shops & other businesses in the Middle East. With a young & motivated team & an office resembling the ones of startups in San Francisco, InstaShop is the right company for individuals passionate about adding value within a fast-growing technology company. As the Vice President of Marketing, your primary responsibility will be to oversee the company's marketing department and strategy, including branding, advertising and customer acquisition. Your role will be to create and implement marketing plans that drive growth and revenue for the business. Primary responsibilities:

- Develop and execute marketing strategies that align with the organization's business goals and create plans that increase user acquisition, order growth and drive revenue.
- Lead the digital marketing efforts, including online advertising, social media, email marketing, and SEO. Manage the performance marketing team to utilize digital channels to reach and engage with target audiences effectively.
- Manage the organization's brand along with the brand director, ensuring consistent messaging and brand identity across all channels.
- Build and maintain strategic partnerships with vendors, agencies, and other organizations. Collaborate with other departments, such as sales, product development, and customer service, to align marketing efforts with overall business strategies.
- Work closely with the sales and brand partnerships team to develop and implement strategies that generate revenue and drive business growth.
- Create and execute strategies to engage customers, build relationships, and drive customer loyalty, alongside the

CRM team.· Conduct market research to stay updated on industry trends, competitors, and customer preferences, using data and analytics to make informed marketing decisions. · Lead and manage the marketing team, ensuring they are aligned with the organization's goals and objectives.· Manage the marketing budget, ensuring that resources are allocated effectively and efficiently across countries and platforms as per the business's profitability targets and monitor expenditures and ROI to ensure cost-effectiveness. · Define and measure KPIs and metrics to assess the effectiveness of marketing campaigns, regularly report on marketing performance to the executive team.· To use the InstaShop services as per the company policies in order to provide feedback on how to improve the service

Requirements: · Holds a bachelor's degree in marketing, Business, or a related field, and has proven experience in a senior marketing leadership role for at least 5 years. · Strong leadership skills to manage the marketing team, support cross department communication and drive results. · Ability to think strategically and develop effective marketing plans that align with the organization's business and financial goals and has problem solving abilities · Deep understanding of business principles and how marketing can contribute to the organization's success, hold knowledge of digital marketing technologies and trends and have demonstrated ability of driving revenue growth and brand recognition. · Excellent communication skills to effectively convey ideas and strategies to internal stakeholders and external audiences. · Strong analytical skills to conduct market research and analyze data to make informed decisions and is proficient in data analysis and marketing analytics tools.· Be creative and innovative to develop unique marketing strategies that set the organization apart from its competitors. Everything you need in just a few clicks!Get the app today for free Try it out today!Shop now

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