

United Arab Emirates Jobs Expertini®

Vice President Sales & Marketing

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Company: European Association of Zoos and Aquaria

Location: , , United Arab Emirates

Category: other-general

Vice President Sales & Marketing Job Details United Arab Emirates Job Identification 3063

Locations Miral Destinations LLC, Abu Dhabi, AE Posting Date 01/23/2024, 12:36 PM Job

Schedule Full time Job Description Job Overview Drive revenue across a world class

portfolio of cultural and leisure assets by ensuring that proper Marketing and Sales strategies; processes, resources are in place. This position oversees the marketing and sales

strategy and plans for Miral Destinations and respective leisure facilities. Job Scope Brand

and communication strategy: manage iconic brands to maximize value and position each

leisure facility consistently. Marketing Intelligence and research – drive data-informed

decision making by delivering bespoke customer and market insights as well as trend-spotting

and benchmarking Customer experience, customer relationship management and digital

marketing – guaranteeing that all direct customer touch-points are driving customer value,

word of mouth and are on brand. Oversee and brief necessary Corporate and Consumer PR,

crisis management and internal communication – ensuring consistent and strong messaging

both internally and externally. Corporate social responsibility programs – work on a strategy

and initiatives to maximize Miral Destination's community efforts. Internal communications –

advise on Internal Communications and support positioning and communications to ensure

messaging is on Brand. Sponsorships and marketing partnerships – using brand IP to

generate monetary and in-kind value for assets. Synergy – maximize marketing efficiencies by

creating synergies between the assets and opportunities with Yas Island and Abu Dhabi

stakeholders and partners. Departmental P&L Management, Budgets and Operating

Expenses Control including Overall Group Marketing and Sales spend. Assess effectiveness of

Marketing initiatives through the use of Return On Investment tools
Ensure consistency in Marketing and Sales plans
Define sales processes that drive desired sales outcomes and identify improvements where and when required
Put in place infrastructure and systems to support the success of marketing and sales function
Create, implement and coordinate a best-in-class sales process, including appropriate sales force effectiveness tools, training and communications to achieve sales performance targets
Monitor customer, market and competitor activity and provide feedback to company leadership team and other company functions
Oversee the establishment and maintenance of relationships with industry influencers and drive relationships with stakeholders and partners to ensure mutually beneficial outcomes. Ensure timely engagement and dialogue with key strategic partners to maximize sales and marketing of key assets
The ability to onboard new assets and establish high functioning teams to support sales and marketing activities
Bachelor's Degree or equivalent certification
Minimum 15 years experience in senior marketing roles.
Experience in similar field (Theme Parks, Leisure, entertainment, hospitality or any attraction business)
Excellent grasp of all aspects of sales and marketing, including: digital, market intelligence, communications, branding, segmentation, markets and strategic partnerships etc.
Financial management skills
Exceptional presentation skills and excellent written/oral English.
Ability to work in a complex stakeholder environment
Degree in Marketing
Understanding of Arabic (written/oral)
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