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Marketing Manager – Automotive

Description

The incumbent would be responsible for building up the marketing team and implementing the marketing & PR strategy. Develop a comprehensive marketing strategy to build the brand and support sales through promotional campaigns in line with the set strategy. Supporting business functions through deep market & customer insights and effectively manage external vendors. Design CRM initiatives and coordinate with sales on lead follow up. Establishing close & constructive relationship with national & regional media. Ensuring competitive agency selection and supervising work of external agency partner to ensure efficient processes and high-quality output.

Qualifications

Minimum of 8-12 years of experience in automotive with atleast 3yrs of experience in a Managerial level.. Bachelor's Degree in Marketing / Communications. Arabic speaker preferred.

Hiring organization

Jobs in Dubai, UAE & Middle East |
Mindfield Resources

A large organisation with businesses across GCC are looking to hire an Marketing Manager for their automotive arm in Saudi Arabia.

Employment Type

Full-Time Regular

Job Location

Khobar

Date posted

September 27, 2019

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