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Marketing Manager

Description

The Marketing Manager will be responsible for driving excellence while playing a lead role in redefining the local strategy for the leading categories. Owning the development and execution of 360 degree marketing strategy that supports the business which includes digital marketing, in-store experience, print, PR, media, social , provide launch plans, yearly and seasonal marketing initiatives and developing the marketing team which will execute against the strategic marketing plan will be some of the responsibilities. Taking leadership in category segmentation by taking a category centric approach and by delivering on country category expansion, including launching new categories, in line with global and regional category strategies will be the principal deliverable.

Qualifications

A Marketing expert with a minimum 7 years of branding or marketing experience under their belt and currently based in KSA would be an ideal fit. Should have managed multiple restaurants with large budgets. Additional attributes that will help one stand out; A Big Thinker: your vision will help shape the future of the company's marketing. Creative: You're always thinking of fresh ideas to promote the brand. Naturally curious: You're innovative, extremely creative and constantly looking for ways to improve upon things. A Leader with the ability to work with a team to inspire them to take on new challenges. Arabic speaking candidates will only be considered for this role

A large regional player with a substantial footprint in the MEA region.

Employment Type

Full-Time Regular

Job Location

Riyadh

Date posted

July 29, 2019

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