



BFCBHRJ-052 – Group Marketing Manager | BFC Group | Bahrain

About the role:

The job holder is responsible for planning, developing, maintaining and implementing the marketing and communications strategies to meet organizational objectives across the BFC Group. Evaluate opportunities to enhance customer research, market conditions, competitor data and implement marketing plan changes as needed. Oversee all marketing, advertising and promotional activities in liaison with Group Head of Marketing.

Your Responsibilities:

- Assist the Group Head of Marketing to deliver all marketing and communication activities/strategies to meet the requirement of the business.
- Digital – Manage the day to day running of group websites in accordance with brand guidelines and business requirements. Working in conjunction with external agencies to ensure all digital and social media is on brand and achieving the ROI expected.
- Branch – Assist the marketing representatives in each country to ensure all job requirements are briefed to the external agency on time and are meeting business expectations.
- Project Management – undertaking the delivery of assigned projects to enable BFC to launch new initiatives. This will require working with both internal and external key stakeholders.
- External Communication – Managing the delivery and execution of all marketing communications in terms of PR, CSR, Blogs and any other type of medium that the business believes could be a success. This will involve developing a communication plan on an annual basis to succeed.
- Internal Communications - to develop and enhancing the team's ability to communicate with employees across the Group. This can take the form of weekly communications, build and management of a Group Intranet site to developing a suite of templates to ensure all communications across the business departments are on brand and have a consistent look and feel.
- Good understanding of the products and customer demographics to ensure that all marketing and communication is understood by the target audience.
- Developing annual plans in conjunction with Group Head of Marketing, to fit into the Marketing objectives – PR / CSR / Social Media / Internal Communications.
- Managing any marketing budgets effectively to ensure maximum ROI.
- Help to manage external agencies to deliver optimum marketing strategies across the group
- Perform any other task as directed by Group Head of Marketing.



About You:

You are required to have a University education preferably in Marketing.

- Minimum 3 years' experience in Marketing, Communications or PR Industry.
- Should have excellent communication in English, other language is preferable.
- Strong customer service and relationship management skills.