



BFCBHRJ – 165 – Marketing Manager | Marketing | Bahrain

About the role:

The job holder is responsible for developing, establishing, and maintaining marketing strategies to meet organizational objectives. This includes the effective management of multi-channel marketing efforts, as well as the organization's advertising and promotional activities. He/She is responsible for supporting branches and sales teams in achieving their targets by providing marketing and communication materials that help acquire new customers and effectively maintain the existing customer portfolio.

Your Responsibilities:

- Manage and supervise all marketing, advertising and promotional staff and activities.
- Develop and establish a Social Media Strategy to support social reach and networking.
- Conduct market research to determine market requirements for existing and future products.
- Conduct pre and post campaign analysis.
- Analysis of customer research, current market conditions and competitor information.
- Develop and implement marketing plans and projects for new and existing products.
- Expand and develop marketing platforms.
- Manage the productivity of the marketing plans and projects.
- Monitor, review and report on all marketing activity and results.
- Determine, monitor and manage the marketing budget.
- Deliver marketing activity within agreed budget.
- Report on return on investment and key performance metrics.
- Ensure all marketing and promotional activities are within the Group Brand Guidelines.
- Create marketing presentations.
- Liaise with media and advertising.
- Collaborate with the sales function.
- Monitor industry best practices.
- Efficient inventory and supply distribution and management.

Qualifications:

- Master's degree in business management/marketing or equivalent.
- Minimum 3 years of experience in Marketing/ Customer Service/Sales or any related field.
- Proficiency with relevant software applications and strong knowledge of MS Office.

Other skills required for the job:

- Excellent written and verbal communication skills
- Strong customer focus and relationship management abilities
- Well-presented and creative/ innovative approach
- Persuasive, with good judgment, strategic thinking, and decision-making skills
- In-depth knowledge of relevant products and industry trends