

Marketing & Events Director

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Company: Domo Ventures W.L.L.

Location: Manama

Category: business-and-financial-operations

Title:

Marketing and Events Director F&B Industry

(This position is responsible for the key areas of media coverage, collateral and publications, special events/promotions, community relations and advertising for F&B outlets.)

Location:

Bahrain

Qualifications:

Bachelor's degree

Experience:

Minimum 10 years of experience in Marketing Communications / Public Relations or 6 years of experience in a similar capacity

Skills:

Excellent reading, writing and oral proficiency in English language.

Proficient in MS Excel, Word, & PowerPoint.

Excellent interpersonal and communication skills.

Detail-oriented and highly reliable in thorough execution and follow-through.

Ability to work well in stressful & high-pressure situations

Roles and Responsibilities:

Develop strong understanding of brand guidelines across all areas and ensuring implementation across all communication channels to meet brand standards.

Execution of marketing communication strategy across all marketing channels.

Implement a comprehensive Digital Marketing and Social Media strategy to increase brand awareness.

Develop campaigns and maintain media list.

Establish good working relationships with local and international media and host media familiarizations.

Implementation of marketing partnership, public relations and promotional campaigns to create awareness, drive revenue.

Execute media placements for F&B brands through news releases and personal contacts.

Develop F&B promotions; release to press and/or target audience.

Explore valuable media trades where appropriate.

Maintain the media gallery with up-to-date imagery and press releases.

Develop engaging media-rich content for distribution to the media/social media platforms. Monitor news coverage and circulate internally.

Establish PR & Communications programs that will benefit F&B strategies and initiatives.

Engaging with the Food and Beverage team in the development, strategizing collaboration in partnership leveraging the calendar of events. Offering creativity in partnership or promotion to drive F&B sales, with collaterals and promotions in place.

Plan and execute partnerships, brand collaborations to maximize opportunities to promote our F&B brands.

Manage and execute all printed, digitally, photography or communication.

Arrange and manage photography for events and promotions.

Willing to work beyond office hours, weekends/public holidays as and when is required by the Management.

Perform other reasonable duties assigned by the Management.

Email:

Apply now Sawan@domomena.com

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