

Marketing Manager

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Company: Tanqeeb

Location: Manama

Category: other-general

The role requires working with multiple internal and external stakeholders on high visibility marketing and brand visibility campaigns. It involves interacting with senior business leaders and managing multiple brand communication and market positioning initiatives.

The candidate must be comfortable in communicating with senior executives and business leaders in order to clearly understand proposed messaging for developing an effective marketing plans and driving its implementation end to end. He/ she should have strong analytical and excellent verbal and writing skills. The role requires the candidate to work independently in managing stakeholder expectations with professional approach to cost and timelines. Should be dedicated and willing to put in effort to meet diverse expectations of internal stakeholders and project managing multiple marketing programs as required.

Role and Responsibilities:

- Work closely with the Business Leaders in planning and execution of campaigns as well as brand promotions including events, webinars, social media, thought leadership, market research etc.
- Play the lead role in executing, monitoring and closing marketing projects
- Work with solution/ industry teams to facilitate integrated communications and content marketing programs
- Receive and understand any marketing support request from business teams, followed by ensuring timely closure and status communication to stakeholders
- Schedule fortnightly cadence calls/ sessions on marketing requirements with business leaders

across the region

- Prepare and track calendar of all upcoming events and marketing programs; drive event organizing activities; attend networking events or relevant industry workshops.
- Drive various internal and client-facing initiatives as per scheduled timelines. Collate and measure campaign results/ possible ROI
- Build new connects and strengthen existing relationships with key business chambers and industry/ professional associations to promote Protiviti brand
- Source marketing related subject matter content to drive client facing campaigns
- Monitor relevant business/ industry news, publications, websites, database source to identify potential marketing opportunities
- Build connect with press/ media publications for coverage opportunities/ coordinate with agencies on need basis for tracking and conversion
- *Operational responsibilities* –
 - Ensure presence of brand and marketing materials across offices
 - Follow-up and drive campaign execution within timelines
 - Manage agency partners and vendor relations
 - Support budget monitoring of marketing expenses

Desired experience & skills:

- 7+ years of marketing experience
- Post Graduate Mgt. professional with experience in creating, executing, managing multiple facets of marketing campaigns
- Strength in project managing both traditional and digital marketing communications processes and campaigns
- Research oriented with attention to detail and aptitude for quickly grasping technical concepts and using these for go to market activities.

Key personal attributes:

- Strong interpersonal communication and excellent command of English
- Ability to build strong relationships across the business teams and determine what the messaging should portray across communication platforms
- Experienced in handling team members
- Familiarity of professional services and consulting firm environment and working with cross functional teams is favorable

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