

Marketing Manager - MIRA Consulting Bahrain

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Company: Talent Pal

Location: Bahrain

Category: other-general

MarketingManager

To develop a marketingstrategy for the business undertake market analysis and projectionscustomer analysis and mapping of the customerbase.

To carry out market research and developconcepts for new products and services and evaluate and refineexisting products and services.

To supportother business units marketing activities asrequired.

To develop implement and reviewcompany marketing strategies to increase the depth of understandingabout products and services available from differentdivisions

To support other business unitsmarketing objectives

To develop corporatemarketing initiatives to build the brand

Topromote the strengths of group: Honesty Integrity service socialresponsibility and customer support

To identifymarketing opportunities and develop appropriate responses andinitiatives.

To implement and drive corporatemarketing initiatives such as CRM program Customer call centre andLoyalty program

To monitor and guide corporatemarketing staff on day to day marketing activities

including external corporate communications e.g. Newsletter Brand promotion & PR activities gift & giveaways signage etc.

To develop market awareness reports on new projects business opportunities and competitor activities

To develop marketing capability across the company through the establishment of networks policies and procedures staff development and maintenance of effective leadership

To train and develop staff in the marketing department

To contribute to company's growth through analysis of trends in the market place that will influence the company's direction and growth

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