

Marketing Manager - Restaurant Group - Bahrain

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Company: Tanqeeb

Location: Manama

Category: other-general

About the job Marketing Manager - Restaurant Group - Bahrain

A luxury group of Restaurants in Bahrain is looking for an experienced Marketing Manager. The Marketing Manager drives the Company's Marketing Brand Image(s) in both local and international markets and promotes our company's brand and services. In this role, you will be optimizing the team's productivity and developing the structure of the department.

Specific Job Responsibilities are, but are not limited to, the following:

Developing and implementing brand strategy.

Developing the marketing strategy for new and existing products.

Overseeing implementation of the marketing strategy including campaigns, events, digital marketing, and PR.

Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.

Obtains market share by developing marketing plans and programs for each product; directing promotional support.

Maintains relations with customers by organizing and developing specific customer-

relations programs; determining company presence at conventions, annual meetings, trade associations, and seminars.

Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.

Influences present and future products by determining and evaluating current and future market trends.

Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources.

Maintains research database by identifying and assembling marketing information.

Provides marketing information by answering questions and requests.

Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.

Completes marketing department operational requirements by scheduling and assigning employees; following up on work results.

Maintains marketing staff by recruiting, selecting, orienting, and training employees.

Maintains marketing staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.

Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.

Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Contributes to team effort by accomplishing related results as needed.

Requirements:

Bachelor's degree in art, graphic design, marketing, communications, journalism, and other relevant fields.

A minimum of 5 years of marketing experience, particularly with, but not limited to web, social, and emerging technologies.

A solid understanding of design, copy, and web practices.

Brilliant interpersonal and communication skills.

Have in-depth knowledge of brand development and multichannel marketing models.

Must be a creative and strategic thinker.

Critical skills and competencies required for this post

Client Relationships, Coaching, Managing Processes, Self-Motivated, Marketing Plan, Subordinate Involvement, Customer Focus, Marketing Research, Statistical Analysis, Developing Budgets, Financial Planning and Strategy

Administrative qualifications.

Excellent Computer Skills Microsoft.

Excellent planning and organizational skills.

Able to work independently and as part of a team.

Excellent interpersonal and communication skills.

Excellent English is written and spoken.

Must be self-motivated and detail orientated.

Able to prioritize and meet deadlines.

Salary ranges fromto Bahrain Dinar , all-inclusive package.

Please ensure that all documentation and references accompany your resume in order for your application to be considered

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