



JOB DESCRIPTION MARKETING MANAGER W MOTORS SAL DUBAI

Job Description: *MARKETING MANAGER*

Department: *W Motors Offices*

Reporting to: *Top Management*

Place: *Dubai, United Arab Emirates*

MAIN RESPONSIBILITIES

You will act as the brand ambassador representing W Motors Company values and communicating the brand's universe to all parties. Your main objective is to deliver exceptional results utilizing your communication and interpersonal skills.

- Set the Marketing calendar with the Marketing Department and top management and coordinate with the Social Media Coordinator for communicating the appropriate content throughout the year based on the planned activities.
- Participate in the planning, organisation and implementation of all events and exhibitions held by the company or in which the brand is participating, in close coordination with the Marketing, Creative, Social Media and Management entities.
- Prepare post-events evaluation reports incl. Nb of attendees, feedback, total cost per event.
- Ensure proper execution and implementation of all events from A to Z.
- Ensure coordination with all third party suppliers involved in the planning process of the company's events.
- Create and maintain the list of suppliers related to all Marketing tasks on a dedicated file.
- Manage marketing collaterals inventory and keep it always updated in coordination with the Branding Department.
- Ensure that marketing collaterals are always available in stock at all times.
- Draft press releases based on the Marketing calendar (events, products launches and corporate communication) and ensure complete press kits preparation in coordination with photography coordinator and Branding department.
- Organise media gatherings and small activations at the showroom based on the set Marketing calendar. Similar events can also be organised for VIP clients/partners in total coordination with top management.
- Ensure direct coordination with the showroom personnel for proper events implementation.
- Manage the media database and keep it updated throughout the year, including influencers/bloggers contacts (the afore with the help of the Social Media Coordinator).
- Ensure the highest possible coverage for the brand and company as well as numerous media interviews with the CEO/brand spokesperson.



- Coordinate with the Social Media Coordinator to plan influencers/bloggers activations at the showroom as well as ensure highest possible coverage.
- Be in charge of the magazines clippings organisation and filing.
- Registration of Marketing invoices in the specific Marketing budgeting template for all expenditures related to Marketing collaterals, branding, events etc..
- Register minutes of meeting pertaining to each meeting held with any supplier, media, agency or third party supplier and share it with the concerned team member/department following the meeting.
- Create and develop the brand's website content and ensure that the information is continuously updated and correct including appropriate pictures, text, news, events in total coordination with the Social Media Coordinator and the Creative & Branding Department.
- Ensure reply and necessary follow-up to all Marketing related requests.
- Monitor the direct and indirect competitors and include them in a monthly activity report.
- Prepare a monthly or quarterly study with regards to competitors activities in the Middle East and important automotive trends and launches on the international scene. This task can be done in coordination with the Social Media Coordinator.
- Draft company newsletter to include company news and milestones and circulate it internally on a monthly basis.
- Prepare basic training material with the assistance of top management related to the company general information, the brand, the products, benchmarking with other brands, SWOT analysis etc...
- Assist top management in preparing corporate presentations throughout the year.



EDUCATION AND KNOW-HOW

- Bachelor degree in Business Administration, any additional degree is OK.
- Previous experience in a similar field is a plus.
- Fluent in English, any other language is a plus.
- Very good written and oral communication skills.
- Very good knowledge of Microsoft Office (Word-Excel-PowerPoint)
- Very good methodology, organization and follow-up skills.
- Prioritization of tasks as required by the business.
- Attention to details.
- Problem identification and solving.
- Ability to work under pressure and meet tight deadlines.

SOFT SKILLS

- Creativity: ability to interact, communicate and present ideas clearly.
- Teamwork: to know how to cooperate, consult and share; team spirit.
- Attitude: to be discrete and trustful with regards to top management matters and company internal information.
- Overall presentation: applicable attire and behavior at all times.
- Knowledge: continuous interest and updated knowledge about the automotive industry in general, automotive trends, the Middle East and GCC scene, direct and indirect competition, luxury trends and lifestyle...