

# Marketing Manager – High End Jewelry

## What you'll be doing:

### Strategic:

- Develop the business plan of the Marketing Department in line with the strategic objectives of the Brand
- Formulate and communicate the Marketing Department performance objectives and continuously monitor progress and alignment towards strategic objectives

### Managerial:

- Develop the Marketing Department policies and procedures in order to ensure the fulfilment of organizational requirements
- Oversee the operations of the Marketing Department, provide expertise, encourage teamwork and facilitate related professional work processes in order to achieve high-performance standards and staff pride in contribution
- Monitor the yearly budget of the Marketing Department and control expenditure to ensure optimal use

### Operational:

- Marketing and Strategic Operations- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark-up factors
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers
- Participate with Brand/ Product Managers and/or the Division Manager in setting up the yearly plan suitable for the market and as per the brands guidelines
- Participate with the General Manager in strategic meeting with suppliers, regional teams...to negotiate commercial conditions (margin, animations, exclusivity...)
- Monitor the market trends, identify new target markets and determine potential positioning
- Coordinate with suppliers, contractors, logistics, marketing and merchandizing with regards to new openings, closing or renovation operations
- Maintain smooth relationship with the suppliers and business partners

### Reporting:

- Follow up on sales reports and use information to take action when necessary
- Record, monitor and analyse market trends, and competitor activities and provides suggested action plans
- Provide the General Manager with quantitative and qualitative reports using data from market studies

### Financials:

- Assist the General Manager in defining the yearly strategic plan for the network and in preparing the yearly budgets and forecasted sales
- Develop pricing strategies, balancing firm objectives and customer satisfaction
- Manage the organization's resources within budget guidelines
- Provide prompt, thorough, and accurate information to keep management appropriately informed of the organization's financial position

### Team Management:

- Assign individual objectives for employee performance management purposes, manage performance, empower staff, and provide formal and informal feedback in order to support professional development and maximize performance

### What you'll need to succeed:

- 360 marketing experience within the GCC region
- High-end fashion/Jewellery experience
- Strong understanding of digital and retail marketing
- University Degree in Marketing or any relevant field/ Master's degree is a plus
- Ability to manage and develop a team