**Job Description**

Job Title: Sales & Marketing Executive

Department: Marketing

Reporting To: Marketing Manager

Location: Dubai

**Summary:**

The role is to develop marketing campaigns to promote a product, service or idea. It is a varied role that includes planning, advertising, public relations, event organization, product development, distribution, sponsorship and research. The work is often challenging and fast-paced.

**Key Responsibilities:**

* Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations;
* Communicating with target audiences and managing customer relationships;
* Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organisation and the campaign;
* Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs;
* Liaising with events coordinators to maximise visibility at conferences, receptions and exhibitions, including compiling product and literature lists to display or demonstrate
* Working with in-house designers to produce materials of visual impact and within brand guidelines
* Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, including e-newsletters and DVDs
* Liaising with events coordinators to maximise visibility at conferences, receptions and exhibitions, including compiling product and literature lists to display or demonstrate
* Attending key conferences to manage booth, do customer interviews and focus groups
* Monitoring competitor activity and generating leads for products and services.
* Arranging the effective distribution of marketing materials;
* Maintaining and updating customer databases;
* Organizing and attending events such as conferences, seminars, receptions and exhibitions;
* Sourcing and securing sponsorship;
* Conducting market research, for example using customer questionnaires and focus groups;
* Contributing to, and developing, marketing plans and strategies;

**Qualification & Requirements**

* Proven working experience in sales & marketing field
* Excellent understanding of the full marketing mix
* Strong analytical skills and data-driven thinking
* Advanced communication and interpersonal skills
* Up-to-date with latest trends and marketing best practices
* Excellent command of the English language
* BS degree in marketing or a related field