

Marketing Manager - Al Mulla Group

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Company: Talent Pal

Location: Kuwait City

Category: other-general

Responsibilities

- Develop marketing strategies that are closely aligned with the company's overall revenue goals and business objectives.
- Use data and market insights to forecast potential revenue streams and set realistic targets.
- Identify new Products, services and Areas of growth based on the changes in the demographic structure of the Country, and the extant Labour rules.
- Develop new Products and services with the Operations and Compliance teams to meet the needs of customers across the revised demographics.
- Position these new Products and Services with the target audiences in the most effective manner.
- Develop and implement effective lead generation campaigns to bring in new customers, especially those customers who do not use Exchange companies for their remittance needs.
- Convert Optimization: Optimize the conversion process to turn leads into paying customers through targeted marketing efforts.
- Work closely with the sales department to align marketing efforts with sales objectives.
- Provide sales teams with the necessary marketing materials, insights, and training to enhance their effectiveness in driving revenue.
- Design, implement and keep exciting customer loyalty programs to retain existing clients and encourage repeat business.
- Develop strategies to keep customers engaged, satisfied, and committed to continue using the company's products or services.
- Leverage data analytics to understand customer behavior, preferences, and trends.
- Establish and monitor key performance indicators (KPIs) related to revenue generation and adjust strategies based on data-driven insights.
- Develop and communicate a unique value proposition that differentiates the company from competitors.
- Enhance brand equity to command premium pricing and attract a larger customer base.

- Implement marketing plans for new products or services to maximize revenue from offerings.
- Develop strategies to encourage existing customers to purchase additional products or upgrade services.
- Conduct market research to ensure pricing strategies are competitive and provide value for money to the target audience.
- Device and Implement market promotions at a company level, diaspora wise to drive sales.
- Evaluate the return on investment (ROI) for marketing campaigns and adjust strategies based on the success of each initiative.
- Stay informed about industry trends and innovations to adapt marketing strategies accordingly.
- Be agile in responding to market changes, adjusting campaigns, and exploring new opportunities for revenue growth.
- Establish and monitor feedback channels to understand customer sentiments.
- Continuous Improvement: Incorporate customer feedback into marketing strategies to enhance products, services, and overall customer experience
- Drive digital marketing initiatives, including SEO, SEM, social media, and email marketing.
- Work with the Innovations Team to use the latest technologies for generating customer delight through new Innovations including but not limited to Predictive Analysis through Artificial Intelligence.

Job Requirements

Educational Qualifications

Education Degree : Masters Major : Master's degree, preferably in Marketing, Business Administration or any related fields.

Experience

Years of Experience : 5 - 8 Years Field of Experience

: Experience in similar industry

Skills

•Established track record of leading the Marketing team in a Market Leader in any business with a minimum of 500 employees. •Strong understanding of operations and regulations of a Financial Services institution would be a big advantage. •Adaptable and open to change, with a results-oriented mindset. •Kuwaiti Nationals would be preferred.

Other Requirements

Gender : Any Age : 25 - 35 Years Preferred Language : Arabic, English Duty Shift / Timings

: One Shift / 08:00 am - 05:00 pm

Salary & Benefits

Salary : Attractive Salary Other Benefits : As per company policy

Job Remarks

Job Country : Kuwait Nationality : Any Career Level : Management This job has been sourced from an external job board.

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