

Marketing Specialist - Jazeera Airways

[Apply Now](#)

Company: Talent Pal

Location: Kuwait

Category: business-and-financial-operations

We are looking for a Marketing Specialist to develop marketing communications campaigns, supervise content and design requirements to manage the Jazeera brand and brand identity according to brand platforms & guidelines.

Responsibilities and Duties:

Manage implementation of brand strategy platform across all external and internal communications. Ensure all key stakeholders understand the brand positioning and direction

Supervise implementation and correct usage of corporate identity in all environments across the J9 network according to brand guidelines. Be the guardian of the brand and protect its equity

Develop campaigns for brand, product and services, new route launches, brief agencies on requirements and manage creative development & production

Ensure correct processes with agency partners are followed – creative briefs, review meetings, internal approvals and delivery of materials to media owners

Liaise with Sales teams to develop relevant local campaigns, design collateral materials

Supervise Graphic Designer in creating all in-house design requirements: advertising, web content, edms, social posts.

Manage the creation and production of branded content for social media including still and video shoots. Ensure J9 image/video database is properly maintained

Liaise with IT/E-Commerce to ensure website identity, imagery and copy are accurate

Supervise the publication of the J9 in-flight magazine and ensure design and content is correct

Manage PR agency and develop PR strategy for regular publicity to promote the airline - using relevant press releases and consumer PR stories

Develop events to support major airline corporate stories, product launches and new route announcements

Manage local sponsorship activations

Requirements and Qualifications:

Minimum Bachelor's Degree in Business Administration specializing in Marketing/ Sales or related field,

Minimum 5 years of in-depth experience in a similar role or experience working in brand or marketing function, with at least 1 years with a local or regional brand or aviation.

Financial & commercial awareness

Team player with strong coordination skills and possess the ability to work under pressure

Energetic and have a sense of urgency in finishing tasks

Attention to detail, quality and meticulousness of tasks

Proficient computer skills, including Microsoft Office Suite (Excel, Word, PowerPoint)

Excellent communication skills with fluency in English & Arabic, both oral and written

This job has been sourced from an external job board.

More jobs on

[Apply Now](#)

Cross References and Citations:

1. Marketing Specialist - Jazeera AirwaysDatasecurityjobsJobs Kuwait
Datasecurityjobs ↗
2. Marketing Specialist - Jazeera AirwaysExpertiniJobs Kuwait Expertini ↗
3. Marketing Specialist - Jazeera AirwaysAgriculturejobs Jobs Kuwait Agriculturejobs
↗
4. Marketing Specialist - Jazeera AirwaysCeojobsJobs Kuwait Ceojobs ↗
5. Marketing Specialist - Jazeera AirwaysHyderabadjobsJobs Kuwait Hyderabadjobs
↗
6. Marketing Specialist - Jazeera AirwaysMoroccojobsJobs Kuwait Moroccojobs ↗
7. Marketing Specialist - Jazeera AirwaysHealthybird Jobs Kuwait Healthybird ↗
8. Marketing Specialist - Jazeera AirwaysTechstartupjobs Jobs Kuwait
Techstartupjobs ↗
9. Marketing Specialist - Jazeera AirwaysGulfjobscentraJobs Kuwait Gulfjobscentral
↗
10. Marketing Specialist - Jazeera Airways KuwaitjobstodayJobs Kuwait
Kuwaitjobstoday ↗
11. Marketing Specialist - Jazeera Airways Nursejobsnearme Jobs Kuwait
Nursejobsnearme ↗
12. Marketing Specialist - Jazeera Airways Searchcanadajobs Jobs Kuwait
Searchcanadajobs ↗
13. Marketing Specialist - Jazeera Airways TextilejobsJobs Kuwait Textilejobs ↗
14. Marketing Specialist - Jazeera Airways Caregiverjobs Jobs Kuwait Caregiverjobs
↗
15. Marketing Specialist - Jazeera Airways Webdeveloperjobs Jobs Kuwait
Webdeveloperjobs ↗
16. Marketing Specialist - Jazeera Airways UruguayjobsJobs Kuwait Uruguayjobs ↗
17. Marketing Specialist - Jazeera Airways LondonjobscentralJobs Kuwait
Londonjobscentral ↗
18. Marketing Specialist - Jazeera Airways JobsproJobs Kuwait Jobspro ↗
19. Marketing specialist - jazeera airways Jobs Kuwait ↗
20. AMP Version of Marketing specialist - jazeera airways ↗

21. **Marketing specialist - jazeera airways Kuwait Jobs** ↗
22. **Marketing specialist - jazeera airways JobsKuwait** ↗
23. **Marketing specialist - jazeera airways Job Search** ↗
24. **Marketing specialist - jazeera airways Search** ↗
25. **Marketing specialist - jazeera airways Find Jobs** ↗

Source: <https://kw.expertini.com/jobs/job/marketing-specialist-jazeera-airways-kuwait-talent-pal-d260f4fcc5/>

Generated on: 2024-05-03 by Expertini.Com