



Marketing Specialist

POSITION DESCRIPTION

Position Title	: Marketing Specialist
Department	: Sales & Marketing
Reporting To	: Sales Director
Grade	:
Date Prepared	: Jan 2023
Contract Period	: As per contract and in accordance with the UAE Labour Law

HOURS OF WORK

Normal office hours are 09.00am to 18.00pm, Monday to Friday. However, due to the nature of our industry, you will be expected to work such hours as may be reasonably necessary to enable the proper performance of your duties. Where applicable, show rates and/or per diem payments may be payable in accordance with the Project's Contract, Company's Show Rates policy and/or Expenses Policy and as amended from time to time. Employees in salaried senior and managerial positions are not entitled to show rates, weekend rates, overtime or supplementary payment for any additional time worked outside of normal business hours.

BACKGROUND

Creative Technology M.E (CT) is the world's leading supplier of specialist audio-visual solutions to the live events industry. CTME provides cutting edge audio-visual services to a diverse clientele both locally and globally. With offices in the Middle East, USA, Europe, and Asia, CT has established itself as a market leader utilising the strong relationship between our international offices. In the Middle East we offer complete full-service offering from rental, sales, installation and managed services across all entertainment technology sectors. The staff at CTME are expected to be proactive, adaptable to change and enjoy being part of a successful developing business.

POSITION PURPOSE

Marketing Communications Specialist to manage our online and offline communication with clients and increase brand awareness. The ideal candidate will have a broad range of experience from client relations, PR and marketing strategies to the creative side of advertising, brochures and design.

RESPONSIBILITIES

- Developing long-term marketing plans and strategies for the Middle East region
- Managing the annual marketing budget
- Writing and distributing press releases across several publications worldwide
- Developing media relations and PR strategy
- Manage the production & distribution of sales and marketing materials
- Responsible for maintaining the company's brand identity and usage
- Assist in planning, organising and delivering all company exhibitions and trade shows
- Full management of campaigns on all our social media platforms, including (drive brand awareness, creating engagement, monitoring performance, analysing data and preparing monthly reports)
- Lead generation strategies
- Managing and analysing all metrics and data
- Produce marketing copy for our website/ sales materials
- Updating sales materials such as PowerPoints, Brochures and Case studies
- Managing the website SEO
- Competitor research
- Email marketing campaigns
- Working with the wider global marketing team
- Attending events to take photographs
- Internal and external communication
- On occasion provide CTME with support such as attendance at exhibitions, client meetings and other areas where marketing knowledge would be required.

PERSON SPECIFICATIONS

- Proven work experience as a Marketing Communications Specialist or similar role
- Familiarity with B2B marketing campaigns
- Hands-on experience with web content management tools, like WordPress



Marketing Specialist

- Knowledge of SEO
- Knowledge of Social Media Analytics and Google Analytics
- Experience with marketing campaigns on social media, email and website
- Excellent verbal and written communication skills
- Good presentation skills
- Experience in developing and delivering creative marketing and communication strategies
- Experience in developing and creating sales materials such as case studies and PowerPoints' etc.
- Excellent communication and interpersonal skills. Communicates in a positive and inclusive manner always demonstrating respect towards others regardless of job level.
- Structured, Methodical working practices.
- Strong attention to detail, data management and quality of work.
- Fluent in English, written & spoken.
- Flexible to work based on the requirements of the live event industry.
- Willingness to work independently and unsupervised or in a collaborative manner as part of a team.
- Willingness to share knowledge and expertise amongst the team and other members of staff.
- Able to deputise and/or provide coverage when requested.
- Good understanding and applicability of H&S requirements and practices.
- Participate in training as directed.
- Willing to work outside of the UAE on projects in the GCC and beyond.
- Ability to deliver superior service and build lasting relationships by demonstrating the Company's Core Values: Do Right, Embrace the Possible, Be Fearless, 1+1=3, and Deliver the Wow.

The job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position.

This job description is intended to be an indication of the scope of the role. In addition to these functions, employees are required to carry out such other duties as may reasonably be required.

The Position Description detailed above has been read by me and I fully understand and accept the position as described therein.

Employee

Date

Line Manager

Date