



Marketing Manager – Job Description

Job Title	Marketing Manager
Reporting To	Business Development Executive
Job Type	Full Time
Job Responsibilities:	
<u>Strategic:</u>	
<ul style="list-style-type: none">● Design and implement El Rehla offline and online marketing strategy.● Prepare and monitor the marketing budget on a quarterly and annual basis and allocate budget wisely.● Plan and direct marketing campaigns and Identify trends and insights.● Build and maintain service providers database and connections.● Create/update sponsorships packages and seek opportunities for partnerships and sponsorships.● Plan the events El Rehla shall participate as exhibitor or participant.	
<u>Marketing & Branding</u>	
<ul style="list-style-type: none">● Articulate product and service offerings, key benefits and messages for use by business development.● design and implement all campaigns in line with strategy to ensure branding positioning, value proposition, exposure, client acquisition, etc.. across multiple channels.● Ensure designing, launching, implementing projects' marketing campaigns to achieve each of the different projects' objectives.● Create content for corporate marketing collateral, website/blog/social media, and other initiatives● Responsible for press releases, contributed articles, presentations, events, and conferences● Work with Consulting and business development to cultivate reference accounts for products and services; identify client success stories and work to create appropriate case studies and collateral.● Responsible for internal reporting and other duties as assigned	
<u>Lead Generation & Sales Enablement</u>	
<ul style="list-style-type: none">● Create effective, compelling positioning, messaging, and sales tools that are understood and used.● Stays up to date of market trends to drive topics for El Rehla community events and initiatives.● Create sales-ready tools, including market-facing presentation content to be used by business development to highlight the benefits of our services to our clients.● Execute marketing campaigns and analyze performance that leverage behavioral interest profiling to drive new client acquisition & sales revenue.	
<u>Project management</u>	
<ul style="list-style-type: none">● Responsible for all aspects of projects, including: meeting deadlines, time management, contingency planning, approval channels and procedures, budgeting, campaign analysis, and tracking / monitoring procedures● Establish and articulate project scope, strategy and objectives to internal clients, production team and key leadership● Manage creative production of online and offline marketing assets, graphic design, video production and web development, from the initial concept to finished product and execution	



Market Research and Competitive Intelligence <ul style="list-style-type: none">• Understand the products and services offering and approach of key competitors; communicate products and services differentiation to business development and provide input to senior leadership.• Conduct various interviews, including current/previous clients, win/loss and post-engagement client interviews/surveys to identify personas, trends and make recommendations to senior leadership.• Conduct marketing surveys on current and new service concepts.	
Sponsorship: <ul style="list-style-type: none">• Develop and implement a sponsorship sales plan for increasing revenues in a cost-effective manner.• Research markets to identify new sponsorship opportunities.• Increase sponsorship recruitment, satisfaction, and support.• Develop and implement a sponsorship benefit plan budget to achieve objectives.• Interface with Internet Marketing to ensure a steady stream of prospects and future sales.	
Skills & Competencies:	
<ul style="list-style-type: none">• Ownership & Commitment: The willingness to put the organization's goals as a priority and achieve excellence by taking personal responsibility for the quality and timeliness of work commitments.• Agility: Demonstrating positive attitude and quickly adapting one's approach to changes in business environment, processes and structure.• Result Oriented: Focusing on achieving results consistent with the organization's objectives and resolving problems to accomplish tasks smoothly.• Communication: Expressing and transmitting information with consistency and clarity, using active listening techniques in order to foster open communication.	
Job Requirements:	
<ul style="list-style-type: none">• Bachelor's Degree; with advanced certification in Marketing• 5- 7 of work related experience.• Extensive knowledge of marketing strategies, channels, and branding.• Experience in the start-up ecosystem in Egypt is preferred.	
Working Hours:	8 hours/day – 22 day
Environmental Conditions:	70% Indoor – 30% Outdoor
Location:	El Rehla Office – Downtown