

Job Description

Position: Marketing & Design Executive

Date: 11 November 2024

**Business Unit/
Location :** Al Habtoor Theatre – La Perle

Department: AHT-MARKETING

Reports to: Senior Manager – Marketing & Communication

This job description sets out the current duties of the job role that may vary from time to time without changing the general character of the job role or the level of responsibility entailed.

JOB SUMMARY

As a Marketing & Design Executive, you will be responsible for supporting the marketing and creative teams in developing and executing marketing campaigns, design projects, and branding initiatives. You will work closely with both teams to ensure that all marketing materials and designs align with the brand's messaging and visual identity. The role requires a mix of creative, organizational, and communication skills to deliver successful marketing and design projects.

SCOPE / BUSINESS CONTEXT

- A Full Time position based at (Name of Business Unit/Location)., **Al Habtoor Theatre- La Perle**
- Number of Direct Reports - **0**
- Titles of Direct Reports

SPECIFIC DUTIES

1. Support the development and execution of marketing campaigns across print, digital, and social media channels
2. Assist in creating and managing content calendars for all social media platforms
3. Create and manage email marketing campaigns and lists
4. Assist in the production of marketing materials, including brochures, flyers, and other promotional items
5. Collaborate with the design team to develop and execute visual design projects, including website updates, email templates, and other digital and print materials
6. Maintain brand guidelines to ensure consistency across all brand touchpoints
7. Monitor and analyze campaign performance metrics to make data-driven decisions on campaign optimization
8. Stay current on marketing trends and technologies and make recommendations on how to improve marketing and design efforts
9. Work with designers, printers, and other outside vendors to ensure that projects are completed on time and within budget
10. Manage production timelines and track project milestones
11. Monitor and report on the effectiveness of marketing campaigns and initiatives
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Preferred Qualifications:

1. Knowledge of SEO and SEM best practices
2. Familiarity with HTML/CSS and web design principles
3. Basic understanding of print production processes and techniques
4. Experience with event planning and execution

CANDIDATE PROFILE

Job Description

Education	High school diploma/G.E.D. equivalent
Related Work Experience	At least 2 years of related work experience

CRITICAL COMPETENCIES

Analytical Skills <ul style="list-style-type: none">▪ Learning	Interpersonal Skills <ul style="list-style-type: none">▪ Team Work▪ Diversity Relations▪ Influence▪ Customer Service Orientation▪ Interpersonal Skills	Communications <ul style="list-style-type: none">▪ English Language Proficiency▪ Communication▪ Listening▪ Form, Report, and Log Completion
Personal Attributes <ul style="list-style-type: none">▪ Integrity▪ Dependability▪ Initiative▪ Positive Demeanor▪ Presentation▪ Self-Development	Organization <ul style="list-style-type: none">▪ Detail Orientation	Technical Skills <ul style="list-style-type: none">• Photography• Videography• Editing on ADOBE products such as: Photoshop, Illustrator, Premiere Pro etc.• Graphic Design

OTHER

Manager's Signature / Date

Signature over printed name

Associate's Signature /Date

Signature over printed name