



DEPARTMENT	MARKETING	POSITION	MARKETING & COMMUNICATIONS MANAGER
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### **Job Purpose:**

Lead the development and execution of integrated marketing and communication strategies to elevate La Perle's brand, drive ticket sales, enhance visibility across owned, earned, and paid media, and cultivate partnerships to position the show as Dubai's must-see live entertainment experience.

### **Key Responsibilities:**

#### **Strategic Planning & Leadership**

- Develop and implement annual marketing and communication plans aligned with commercial and B2C targets and brand positioning.
- Manage the marketing team (internal + external partners) including creative, media buying, content production, and PR agencies.
- Monitor KPIs, track ROI, and manage the marketing budget across all verticals.

#### **Brand & Campaign Management**

- Own brand messaging, storytelling, and visual identity across all consumer touchpoints (digital, physical, broadcast, out-of-home).
- Lead 360° campaign development for key initiatives including show launches, seasonal promos, and new experiences (e.g. VIP Backstage Experience).
- Collaborate with production to capture high-quality content including cinematic and BTS footage for social/web/DOOH use.

#### **Content & Creative Direction**

- Oversee end-to-end creative production: briefing, scripting, filming, post-production, distribution.
- Lead partnerships with creators, influencers, and production teams to drive high-impact storytelling.
- Approve copy, art direction, and video assets for cross-channel consistency.

## **Media, Digital & CRM**

- Manage paid media plans across programmatic, search, social, radio, and out-of-home.
- Oversee CRM campaigns and loyalty initiatives, optimizing guest retention and personalization.
- Drive web content updates and digital asset management in coordination with IT and design teams.

## **Public Relations & Events**

- Act as spokesperson and brand steward across PR campaigns, press interviews, and FAM trips.
- Oversee agency-led PR strategies including media coverage, influencer hosting, and crisis communications.
- Lead planning and execution of on-site events, media nights, and launches.

## **Partnerships & Stakeholder Management**

- Build strategic partnerships with tourism boards, DTCM, hotel concierges, DMCs, and luxury brands.
- Liaise with internal departments (Sales, Ops, Production, Technical) to ensure alignment and operational feasibility.
- Present marketing performance updates to senior leadership and external stakeholders.

## **Qualifications & Experience:**

- Bachelor's degree in Marketing, Communications, or related field
- 5+ years experience in integrated marketing, preferably within entertainment, live events, or hospitality.
- Proven track record of brand building, campaign execution, and team leadership in a high-profile, fast-paced environment.