

## **SALES & MARKETING MANAGER**

A reputed company in Dubai urgently requires a highly experienced Sales & Marketing Manager, preferably Female, holder of a valid U.A.E. driving license.

- Responsible for the Sales & Marketing team of 50 employees
- Brand activation and display negotiation with major retailers to boost sales
- Supervision of displays to improve visibility at point of sale adhering to merchandising guidelines as well as training promoters on brand insights and activity mechanics
- Develop, implement and evaluate trade channel/category plans to meet brand objectives
- Observe competitor activities/market trends and propose counter or similar actions
- Plan, execute and evaluate customer tailor-made marketing activities and campaigns with key retailers via promotions and in-store activities
- Meeting HORECA customers to develop business opportunities, negotiate supply agreements and contracts
- Liaising closely with F&B, Culinary and Purchasing Departments

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