

ROLE DESCRIPTION DOCUMENT

BASIC INFORMATION

Position Title	Manager Marketing		
Job Family	Manager	Department	Marketing

ROLE DETAILS

To be filled up as per the requirement of the Division/unit/function/Territory

Grade	3	Reporting To	CEO
Division	Marketing	Unit	Birba Energy LLC

LOCATION DETAILS

Please mention the correct office location of the Role selected above and fill in the other geographic details

Base Location (City)	Muscat	Country	Oman
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Job-Holder Specifications

QUALIFICATION	Basic Qualification / Education / Vocational Training	Bachelor's degree in any discipline
	Advanced Qualification / Certification / Specialist Training	<ul style="list-style-type: none"> Masters degree in marketing or management
EXPERIENCE	Minimum Experience	5 Years
	Specific / Relevant Experience	3 years
COMPETENCIES	Functional Skills and Capabilities	<p>Behavioural Competency:</p> <ul style="list-style-type: none"> Excellent communication skills Customer orientation People management skills Detail-oriented Innovative and creative Team player Ability to think creatively and innovatively <p>Technical Competency:</p> <ul style="list-style-type: none"> Sound product knowledge Sound knowledge of the latest trends and developments in the industry Ability to apply new learning & technology Intimate understanding of traditional and emerging marketing channels Budget-management skills and proficiency Analytical skills to forecast and identify trends and challenges Familiarity with the latest trends, technologies, and methodologies in graphic design, web design, production, etc.

JOB INTERACTIONS

KEY INTERNAL INTERACTION WITH	NATURE OF INTERACTION
CEO/GM	Reporting activities, signing off on the strategy, prices, etc
Marketing executives	Implementation of marketing strategy
Sales team	Sharing leads for generating business
KEY EXTERNAL INTERACTION WITH	NATURE OF INTERACTION

Graphic designers/ Content creators	For creating content for various channels
Corporates, individuals, and Government Ministries	For building and sustaining relationships leading to new business

Objective

The job holder is responsible for spearheading the marketing efforts for Birba Energy LLC's event management and publication arms. They would be responsible for preparing the marketing strategy and implementing it to ensure that the company targets are met. They would be responsible for planning and running the marketing campaigns.

Key Responsibilities

- Undertake market research to understand the trends and customer preferences
- Strategy development and planning of campaigns that can promote the business and generate genuine traffic (both offline and online)
- Prepare and manage the marketing budget based on discussions with the CEO
- Implementation of the marketing campaigns right from ideation to final analysis and refinement
- Planning, running, and managing campaigns in an effective manner
- Creating engaging and informative content for the website, blog, social media, and any other content marketing channels that the business might leverage
- Formulate the marketing strategy and prepare an implementation timeline based on the organizational target for the financial year
- Finalize revenue targets after discussions with the CEO
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones.
- Work consistently to create awareness and generate new leads for the sales team to bring in revenue
- Identify gaps in the revenue targets and work creatively to close them
- Building sustainable relationships and partnerships with other key players such as vendors, advertising agencies, and creative artists as per the need
- Well-versed with different types of organic as well as paid marketing channels such as content marketing, PPC advertising, Search Engine Optimisation, Search Engine Marketing, Outdoor Marketing, Social Media Advertising, email campaigns, lead generation initiatives
- Well-versed in website design and landing page enhancement, copywriting, and comprehensive performance analytics of marketing campaigns.
- Collaborate with media organizations and advertising agencies
- Brainstorm ideas for new campaigns
- Evaluate the performance of each campaign and prepare annual reports and budgets for the next year
- Create and maintain the client database for Birba Energy events
- Retain existing clients and ensure repeat business for the company
- Generate leads to bring in new clients for various company events from across the world and create new markets for company expansion
- Increase international sales by widening one's reach in growing markets like Germany, India, Norway, Denmark, the UK, France, etc
- Consistently improve one's knowhow in the field and apply new knowledge and technology at work
- Analyse data, identify challenges, and work out solutions
- Ensure that customers are delivered what is promised by the company
- Handle customer queries and complaints efficiently
- Manage marketing executives working in one's team
- Coordinate with the graphic designers, content creators, and other creatives
- Train new marketing executives to ensure performance as per company standards
- Handle team meetings and team reporting weekly
- Focus on team growth and development

Key Performance Indicators

- 100% achievement of revenue targets
- 100% implementation of marketing strategy
- Successful completion of high-impact campaigns
- Accurate budget creation and reporting
- Updated and well-maintained websites
- Consistent and relevant social media content creation
- Marketing team management and training

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