



<https://old.transcorp-intl.com/job/marketing-manager/>

Marketing Manager

Description

We are seeking a strategic and dynamic **Marketing Manager** to enhance brand visibility, drive lead generation, and position our company as the go-to provider for our logistics needs including warehousing, drug stores, dark stores, last mile and international deliveries. The ideal candidate will develop and execute marketing strategies, manage digital and traditional campaigns, and collaborate with cross-functional teams to drive business growth.

Responsibilities

- **Marketing Strategy:** Develop and implement marketing plans aligned with business goals.
- **Brand Management:** Strengthen brand positioning and market presence through targeted campaigns.
- **Lead Generation:** Drive customer acquisition via digital marketing, social media, and events.
- **Content & Communications:** Oversee website content, blogs, email marketing, and PR initiatives.
- **Market Research:** Analyse industry trends, customer needs, and competitor strategies.
- **Partnerships & Events:** Organize trade shows, sponsorships, and collaborations to enhance outreach.
- **Performance Tracking:** Monitor and analyse marketing KPIs, optimizing campaigns for better ROI.

Qualifications

- 5+ years in marketing, preferably in logistics, supply chain, or B2B industries.
- Bachelor's/Master's degree in Marketing, Business, or a related field.
- Strong in digital marketing, branding, content creation, and analytics.
- Understanding of logistics, last-mile delivery, and temperature-controlled transport.
- Proficiency in marketing tools, SEO, PPC, and CRM platforms, Google analytics – Content Creation – Advertising Ads (Google ads, Facebook and Instagram ads, LinkedIn).
- Proficiency in A/B Testing for websites.
- Ability to craft compelling campaigns while analyzing their impact.

Hiring organization

Transcorp International

Employment Type

Full-time

Job Location

Dubai, UAE

Date posted

May 26, 2025