



MARKETING & SALES MANAGER

Tashkeel is a contemporary art and design organisation based in Dubai. It wishes to engage a creative and dynamic individual to develop, manage and implement Tashkeel's marketing and sales plan. This new post which will lead the Marketing and Sales team at Tashkeel.

The Marketing and Sales Manager should have previous experience of working in arts marketing; delivering campaigns and marketing initiatives, developing and growing audiences; and meeting income targets. Excellent organisational, planning, communication and interpersonal skills are required for this role. The Marketing and Sales Manager will maximise the profile and sales of the Tashkeel programme, artworks and membership.

Reporting to the Deputy Director and responsible for the Online Media Assistant and Graphic Designer, the Marketing and Sales Manager will aim to secure maximum attendance, sales and profile for all events and initiatives at Tashkeel. This position will require the successful candidate to work closely with all key members of the Tashkeel team.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Develop and implement annual marketing and sales operational plan and budget for the organisation and its activities to achieve brand awareness at a national, regional and international level and business growth through the creative marketing of its activities; targeting key audiences; sales interest in Tashkeel's membership, facilities, workshops, camps, equipment hire, merchandise, artworks and designed objects; and adapting campaigns according to ongoing sales.
- Provide timely monthly sales and marketing report and maintain effective systems for planning, scheduling and internal communication of marketing and sales activities.
- Train, manage and support the performance of the marketing and sales team to ensure that staff have effective and deliverable tasks and are working within identified targets to deliver Tashkeel's marketing and sales priorities.
- Oversee and manage all press and publicity campaigns, ensuring that Tashkeel's PR agency is providing optimum service. Organise two media roundtables each year at Tashkeel. Ensure that information is provided to all relevant networks, organisations, agencies and bodies, both nationally and internationally.



- Oversee and manage the preparation, design and production of all printed and online marketing material (from seasonal brochures, workshop flyers and gallery catalogues to e-newsletters, social media posts, invitations and greeting cards); including the collection of all necessary information to deadline, copywriting, selecting photographs and negotiating with photographers, film companies and printers.
- On an occasional basis, oversee and manage the preparation, design and production of large publications, liaising with the appointed contract publishing company.
- Oversee and manage the translation of all content from English to Arabic, liaising with Tashkeel's translation service provider and other suppliers. Proofreading as and when required in their preferred language(s).
- Oversee and manage Tashkeel's website and development, implementation and evaluation of all digital marketing campaigns across social media platforms for its annual programme, ensuring the maximum effectiveness of key sales and marketing tools.
- Develop and implement effective online advertising campaigns that address Tashkeel's organisational and project-based marketing and sales requirements
- Manage the effective distribution of all publicity and marketing materials.
- Develop the Tashkeel database to effectively inform direct communication with the Tashkeel's audiences through email and direct mailings.
- Develop and manage the Tashkeel image library of photography, film and audio.
- Analyse the effectiveness of campaigns against sales and monitor the use of customer data collected to evaluate marketing activities.
- Nurture existing and future partnerships and develop new relationships to ensure Tashkeel's profile is high nationally, regionally and internationally and that its reputation as a leader of contemporary art and design practice grows.
- Help to co-ordinate responses to customer queries received via the tashkeel@tashkeel.org email address. Provide support to ensure effective response to website, social media comments and telephone enquiries.
- Identification of potential sponsorship opportunities



- Make marketing-related presentations as and when appropriate.
- Work with the Deputy Director on the writing and preparation of annual yearbook, business plans and other documents as required.
- Undertake any special projects in Sales/Marketing as set out by the Director and Deputy Director.
- Represent Tashkeel at relevant meetings, events, seminars, conferences as appropriate.

ESSENTIAL REQUIREMENTS FOR CANDIDATES:

- Experience of marketing within an arts organisation
- Third level education qualification
- Excellent written and communication skills – both written and verbal
- Strong copywriting skills in English and/or Arabic
- Ability to supervise and motivate a small team
- Ability to work effectively on own initiative and as part of a small team
- Budgeting and organisational ability including the ability to manage multiple projects simultaneously and to prioritise effectively
- Track record of successful sales and marketing campaigns
- Track record in social media and online marketing
- Experience of working in partnership with other organisations to develop joint marketing initiatives
- Knowledge of Google analytics
- Relevant computer skills for marketing and promoting the arts
- Willingness to work evenings and weekends as required
- Own transport with valid UAE driving license



ABOUT TASHKEEL

Established in Dubai in 2008 by Lateefa bint Maktoum, Tashkeel seeks to provide a nurturing environment for the growth of contemporary art and design practice rooted in the UAE. Through multi-disciplinary studios, work spaces and galleries located in both Nad Al Sheba and Al Fahidi, it enables creative practice, experimentation and dialogue among practitioners and the wider community. Operating on an open membership model, Tashkeel's annual programme of training, residencies, workshops, talks, exhibitions, international collaborations and publications aims to further practitioner development, public engagement, lifelong learning and the creative and cultural industries.

Tashkeel's range of initiatives include: Tanween, which takes a selected cohort of emerging UAE-based designers through a nine-month development programme to take a product inspired by the surroundings of the UAE from concept to completion; Critical Practice, which invites visual artists to embark on a one-year development programme of studio practice, mentorship and training that culminates in a major solo presentation; MakeWorks UAE, an online platform connecting creatives and fabricators to enable designers and artists accurate and efficient access to the UAE manufacturing sector; Exhibitions & Workshops to challenge artistic practice, enable capacity building and grow audience for the arts in the UAE; and the heart of Tashkeel, its Membership, a community of creatives with access to facilities and studio spaces to refine their skills, undertake collaborations and pursue professional careers.

Visit tashkeel.org | make.works

Applicants welcome from all countries and nationalities.

To apply, please send CV together with a letter of application to tashkeel@tashkeel.org, under the subject: 'MARKETING & SALES MANAGER – [YOUR NAME]' by 4 March 2018.