

## **Job description:**

### **Job Title: Marketing and Sales Manager**

Department: Marketing, Communications & Business Development

Reporting to: Tashkeel General Manager

Location: Tashkeel Studio, Nad Al Sheba 1 Dubai

**Type: Full-time**

### **Position Overview**

Tashkeel is seeking a results-driven and creative Marketing and Sales Manager to oversee and integrate the organisation's communications, brand management, business development, and revenue strategies. This leadership role requires a multi-disciplinary thinker with deep experience in developing and executing high-impact marketing campaigns that lead directly to increased visibility, audience engagement, and tangible sales growth across Tashkeel's full portfolio, including public programming, products, consultancy services, and client commissions through Tasmeem Tashkeel.

As the head of a dedicated in-house marketing and content team, the Marketing and Sales Manager will balance storytelling with sales performance, ensuring that all visual, written, and strategic outputs contribute to both brand elevation and income generation. The ideal candidate will be equally skilled in strategic planning, digital marketing, brand development, direct sales, client relationship management, and campaign analytics.

This role plays a vital part in ensuring the financial sustainability of Tashkeel through smart marketing investments, compelling content, and a proactive approach to partnerships and client acquisition.

### **Key Responsibilities**

#### **Integrated Marketing & Campaign Strategy**

- Design and execute comprehensive multi-platform marketing strategies to promote Tashkeel's seasonal workshops, exhibitions, Tanween Design Programme, consultancy services, and artist-made products.
- Lead 360° campaigns that connect storytelling, design, and data-driven promotion to increase engagement, customer acquisition, and revenue generation.
- Position Tashkeel and its programmes as a leading voice in the UAE's creative economy and design landscape through targeted PR, media placements, and influencer outreach.
- Plan marketing calendars in coordination with internal departments and manage seasonal rollouts with strong ROI.
- Oversee copywriting, brand tone, and campaign messaging to ensure alignment with Tashkeel's values and goals.

## **Sales & Revenue Generation**

- Set and meet monthly and quarterly revenue targets across Tashkeel's products and services (e.g. workshops, design commissions, Artwork Sales, client branding jobs & Shop).
- Identify and secure new sales opportunities through partnerships, collaborations, and direct outreach to corporates, institutions, and private clients.
- Develop and maintain strong relationships with prospective and existing clients, nurturing long-term income streams through client-focused marketing and personalised proposals.
- Lead pitch development and presentations for corporate sales, client projects, and high-profile partnerships.
- Oversee CRM systems and pipelines to manage leads, conversions, and account relationships.
- Work closely with the Finance team to track income streams, set pricing strategies, and report on sales performance against targets.

## **Team Leadership & Creative Oversight**

- Lead and manage a high-performing in-house team of nine members:
  - 2 Graphic Designers
  - 1 Illustrator
  - 2 Motion Graphic Designers
  - 1 Videographer
  - 1 Photographer
  - 2 Social Media Staff
- Allocate projects strategically according to individual skills and experience, ensuring timely, high-quality outputs.
- Review and approve all creative work before submission to directors or clients, maintaining brand integrity and excellence.
- Build a culture of innovation, collaboration, and accountability through clear direction and consistent feedback.

## **Content & Communications Management**

- Oversee production of promotional content across all media formats including newsletters, social media, press releases, video scripts, and brochures.
- Manage external agencies, freelance writers, and video production teams — including those working on the Tashkeel x Gerbou restaurant documentary, which will be aired on Emirates Airlines and online platforms.
- Guide media strategy across platforms (Instagram, Facebook, LinkedIn, YouTube) with a focus on audience growth, click-throughs, and lead conversions.
- Develop analytics reports with actionable insights to refine campaigns and improve content strategy.
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## **Qualifications & Skills**

- Bachelor's degree in marketing, Business, Communications, or a related field (Master's preferred).
- Minimum 7+ years of experience in a senior marketing or sales role, preferably in the arts, design, or cultural sector.
- Proven track record of meeting or exceeding revenue targets and converting marketing into sales.
- Strong leadership experience managing cross-functional creative teams and coordinating multi-channel campaigns.
- Demonstrated ability to develop strategic partnerships and business opportunities.
- Expertise in CRM tools, social media analytics, and digital ad platforms (Google Ads, Meta Business Suite, etc.).
- Excellent presentation, proposal writing, and public speaking skills.
- Fluent in English & Arabic is a must.

## **Additional Requirements**

- Passion for art, design, and cultural innovation, with a deep understanding of the UAE's creative industries.
- Willingness to work evenings or weekends for events, launches, or exhibitions.
- Strong entrepreneurial mindset with the ability to think creatively and commercially.

## **Key Performance Indicators (KPIs)**

- Growth in sales of workshops, design services, and products.
- Acquisition of new client contracts through Tasmeem Tashkeel.
- Successful delivery and performance of multi-channel campaigns.
- Increase in social media engagement, newsletter open rates, and website conversions.
- Revenue targets met or exceeded on a monthly and quarterly basis.

## **Benefits**

- Lead the growth and visibility of one of the UAE's most respected artist and design studios.
- Creative, collaborative, and values-driven work environment.
- Access to local and international networking opportunities.
- Competitive salary package with performance-related bonuses.

## **Application Question(s):**

Have you ever led a creative team before? How many were they? And what were their roles?

**Ability to commute/relocate:**

Dubai: Reliably commute or planning to relocate before starting work (Required)

**Education:**

Master's (Preferred)

**Experience:**

Marketing Manager: 7 years (Required)

**Language:**

Arabic (Required)

English (Required)

**License/Certification:**

Degree in Marketing (Required)

**Location:**

Dubai (Preferred)