

Marketing Manager, Kingdom of Saudi Arabia

We are about natural and healthy seafood and clean technologies

Small, scientific, agile and innovative, with a 'creative can do' mindset, and a strong sales focus, we operate along the entire value chain, developing, building and operating sustainable cleantech aquaculture solutions on sea and on land (cleantech biosphere) in different parts of the world. We work in a fast-paced global environment and pride ourselves of turning obstacles into opportunities.

Our vision is to become a global leader in sustainable aquaculture by continuously innovating in the fields of biotechnology, biosecurity, smart systems and clean energy by 2027.

For more information, please visit www.novaton.com

We are primarily looking for passionate and motivated people to join our organization. Seize the opportunity to contribute to a great cause at a fast-growing company!

You are an experienced Marketing Manager,

Reporting to NOVATON's Marketing Director, the NOVATON Saudi Arabia Marketing Manager is focused on the development and execution of all marketing activities for the Saudi Arabia market.

Your main responsibilities are, but are not limited to:

Market Knowledge

- Builds out deep understanding of the global and local aquaculture business.
- Become an expert of the Saudi seafood market by conducting market research of consumers, customers and distributors of fish and seafood.
- Able to lead consumers focus groups to identify key insights or test promotional materials.
- Closely monitor competitive activities and analyze impact on own brand, then drive competitive strategy where appropriate.

Market Development

- Co-develop the NOVATON's business development strategy in KSA with your manager and drive its execution.
- Builds credible professional relationships with partners, customers, key opinion leaders and other stakeholders in the industry.
- Develop, maintain and execute monthly, quarterly, and annual marketing campaigns to drive customer acquisition & fill the sales funnel.
- Manage the relationships with our strategic commercial partners in KSA.

Marketing Activities

- Translate and adapt marketing strategies and content for the local market.
- Creates compelling messaging that will engage the audiences and help them understand the merits of NOVATON's products.
- Develop and design promotional materials for the brands. Partner effectively with external agencies to bring briefs to life in best-in-class way.
- Deliver marketing toolkits (traditional and digital) in Arabic for all product launches and major communication campaigns.
- Ensures all materials are accurate and are fully cleared by all relevant experts.
- Organizes local events and congresses to increase awareness in the market.
- Oversee & execute our marketing automation processes locally (email, landing pages, forms, webinars,...)
- Lead special projects that test new marketing & creative approaches.

Our Requirements:

- Strong understanding of target audiences, their needs and communication channels.
- Strong analytical mind (for SWOT, forecasts, budgets, Google Analytics,...).
- Knowledgeable about sales processes.
- Successful track record of engaging persuasively with customers and partners.
- Ability to use scientific and technological materials to build easy to follow narratives for consumers.
- Experienced in creating attractive communication materials.
- Capability to drive connectivity with target audiences in a digital world.
- Ability to work in a dynamic and fast-paced environment.
- Strong multi-tasking, and project management skills.
- Self-motivated, result-oriented.
- Out of the box thinking, bringing innovative ideas and views to the organization.
- Good communication skills to interact within a multicultural environment.
- Able to travel nationally and internationally for work

Qualifications

- MSc or MBA or other equivalent professional qualification.
- More than 10 years' experience in international, matrix companies, with 5+ in a marketing role, at a local or international level, preferably in a FMCG company.
- Proficiency in English and in Arabic (reading, spoken and written). French is a plus

We offer:

- A challenging position in a unique and fast-growing global company.
- A work environment characterized by a great commitment to animal welfare, to producing natural shrimp in a sustainable manner and to achieving results.
- A competitive remuneration package.

Apply by sending a complete application (CV, motivation letter, diplomas) to:

Mrs. Christine Gesseney, Christine.gesseney@novaton.com