

<b>Job Title:</b> Marketing Assistant - Creative Designer – UAE NATIONAL	
<b>Department :</b> Marketing	<b>Reports To (Title):</b> Senior Marketing Officer
	<b>Job Grade :</b> <span style="float: right;"><b>Hay Points:</b></span>
<b>Position Code :</b>	<b>Position Supervises:</b> None
	<b>Geographical spread:</b> All designated territories of Ducab
<b>Approved/Date:</b>	

**1. JOB PURPOSE**

Marketing Assistant -Creative Designer would look into creative requirements of the company in order to not only reduce dependency on the advertising agency but also to reduce the cost of outsourcing communication material. Creative resource will be able to reduce the turn around time of bringing out any communication material by developing it in-house.

**2. KEY PERFORMANCE AREAS**

- Brand Enhancement – To work on the advertising and visual communication for the various products so that high quality creatives can be developed in-house.
- Brand Communications – Design various sales tools and visual aids required for the channel development and facilitate the brand awareness by the sales team with the distributors and the resellers in secondary market.
- Corporate Activities- Design and develop visuals (like newsletters/banners/posters/roll ups) that can be used for all Events & Exhibitions across all designated territories of Ducab.
- New age Marketing initiatives – Develop creative concepts for eMarketing campaign for the specifier community to ensure higher brand visibility.

**3. KEY PERFORMANCE INDICATORS**

- Internal branding – driving with Line managers
- E marketing program –consultants/contractors/Utilities
- Direct marketing – mail shots for above TG
- Inputs for CRM for distributors
- Exhibitions stands and events- design concepts and layouts
- CSR activities, if any
- Inputs for Corporate brochures
- Inputs for Corporate film
- Landmark Projects brochures

**4. DIMENSIONS**

- Sales Turnover : NIL
- A&P Spends Budget : NIL
- Operating Cost : NIL
- Number of staff : NIL

**5. COMMUNICATION / INTERNAL / EXTERNAL**

**Internal** : GM Marketing, Marketing Manager, Senior Marketing Officers, Marketing Assistants, IT team

**External:** Events Coordinator, external agencies, online service providers

**6. OPERATING ENVIRONMENT**

- Must be a Team Player, and display the qualities embodied in the Ducab Vision, Mission & Values (see attached)
- Incumbent is expected to exercise initiative and independent judgement in the performance of agreed assignments.
- A multinational, multi cultured work force at all levels and in all areas of the business.
- Due attention to Occupational Health, safety and welfare of all employees, and responsibilities for care of all environmental issues.
- The need to maintain standards of Quality Systems, Environmental Management Systems and Health and Safety Systems in accordance with ISO:9001, ISO:14001 and BS:8800 respectively.
- A challenging environment created by growing business, complexity and stretching customer service targets.

**7. MINIMUM QUALIFICATION / EXPERIENCE / TRAINING**

- Fresh Graduate (preferably with 1-2 years experience in the creative field).
- **Proficiency in i-mac** usage– should be able to work on various software packages like Adobe photoshop, Illustrator, pagemaker, paint brush etc.
- **Ability to think creatively** – would be required to develop various communication tools like ads, newsletter, stationery, POP material etc. (BTL); regularly update company’s website / e-marketing; develop stall designs for Events and Exhibitions.
- **Printing knowledge** – should have clear understanding of the printing process. Would be responsible for liaising with the printer for printing various communication materials.
- Must be self starter and a team player
- Multi-lingual preferred but not obligatory

**8. TECHNICAL KNOWLEDGE**

Knowledge pertaining to the web related products and services available for use in a B2B business environment

**9. BEHAVIORAL COMPETENCIES**

- Achieving results
- Communication
- Creating and innovating
- Developing self and others
- Meeting customer expectations

10. ORGANIZATION CHART

