

JOB DESCRIPTION

Head of Promotional Brand

Role Summary

Senior leadership role responsible for the strategic direction, integrity and execution of a high-profile promotional identity. The Head of Promotional Brand owns the unified brand strategy, sets standards across all expressions, and leads a multi-disciplinary team to deliver work at a national scale.

REPORTS TO	Managing Director
DIRECT REPORTS	Brand cluster (4 direct reports)
EXPERIENCE REQUIRED	8+ years
LOCATION	On-site
TYPE	Full-time, permanent

Qualifications

Bachelor's degree in Marketing, Communications, Brand Management or related field. Master's degree preferred.

Key Responsibilities

- Develop and maintain the master promotional identity and ensure consistent application across all touchpoints, channels and sub-brands.
- Set the annual brand strategy and the integrated communications plan that delivers it.
- Lead the development and approval of major campaigns, partnerships and brand expressions before they go to market.
- Manage and develop the in-house Brand cluster — digital marketing, social media, web, and communications.
- Build and protect long-term brand equity through disciplined storytelling and consistent execution.
- Brief, manage and review external agency partners on large-scale projects.
- Report on brand health, awareness, and reputation against agreed KPIs.

Skills & Experience

- Proven track record of leading brand strategy for a major institution, destination, or large enterprise.
- Strong commercial instinct combined with creative judgement.
- Experience managing senior creative and marketing teams.

- Ability to operate confidently with executive leadership and external partners at the highest level.
- Excellent communication, presentation and stakeholder management skills.
- Fluency in English required; Arabic strongly preferred.