

## Job Description

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**Job Title:** Director Marketing

**Location:** Lahore, Pakistan

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### Company Description:

Exage Technology Group, headquartered in Abu Dhabi Global Market (ADGM) - one of the largest financial districts in the world - is a technology company helping clients to define, ideate, and execute their transformation and innovation roadmaps by personalizing a technology & emerging technology stack for them that continuously delivers superior business outcomes. Every day, our 2,000+ employees in 5 continents wake up to drive our mission of accelerating humanity with digital equity. We aspire to work with companies that share our mission of digital equity and technology that benefits people, communities and the planet.

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### Role Description:

As the Director of Marketing, the individual will be responsible for leading and overseeing the development, execution, and management of all marketing strategies and initiatives to drive brand awareness, customer engagement, and business growth. This role requires a deep understanding of local market dynamics, consumer behavior, and industry trends, as well as the ability to lead a diverse marketing team.

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### Essential Job Duties and Responsibilities:

- ◆ Developing the Marketing department's strategy, organizational structure, team and processes.
  - ◆ Evaluating and developing the relevant marketing plan, in line with the overall company growth strategy.
  - ◆ Planning, directing, and coordinating marketing efforts with all internal and external stakeholders.
  - ◆ Researching demand for technology products and services.
  - ◆ Ensuring continuous assessment of the market through competitor/product research and market intelligence.
  - ◆ Working with relevant departments to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
  - ◆ Identifying and targeting potential customers and market segments.
  - ◆ Developing promotions and ad campaigns with advertising agencies.
  - ◆ Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment, and profit-loss projections.
  - ◆ Compiling necessary literature describing Exage offerings and value proposition.
  - ◆ Building brand awareness and positioning.
  - ◆ Supporting sales and leading generation efforts.
  - ◆ Coordinating marketing projects from start to finish.
  - ◆ Overseeing social media marketing strategy, social media channels, and content marketing
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### Accountabilities:

- ◆ Developing and implementing comprehensive marketing strategies that are in line with Exage's aims and objectives.
  - ◆ Providing visionary leadership and direction to the marketing team, ensuring that all activities are consistent with the overall brand image.
  - ◆ Maintaining and strengthening Exage's brand presence and reputation.
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### Stakeholder Management:

- ◆ **Clients:** Managing relationships with external marketing agencies, vendors, and partners. Ensuring clear communication, expectations, and deliverables for any outsourced marketing efforts.

- ◆ **Partners:** Collaborating with technology partners to enhance service offerings and mutual business growth.
  - ◆ **Internal Teams:** Working closely with other departments such as Sales, Finance, and HR to ensure marketing initiatives are coordinated and support Exage's overall goals.
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### Team Management:

- ◆ Developing a compelling vision for the marketing team's aims and objectives.
  - ◆ Identifying methods for individual development and progress within the team.
  - ◆ Providing team members with training, coaching, and opportunities for skill development to help them succeed in their professions.
  - ◆ Defining each team member's duties, responsibilities, and expectations based on their talents and knowledge.
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### Qualification & Requirements:

- ◆ Bachelor or Master degree in Business, Marketing, or a related field.
  - ◆ 8-10 years of progressive marketing leadership experience within the technology industry is preferred.
  - ◆ Understanding of compliance and regulatory issues for marketing.
  - ◆ Excellent marketing leadership track record.
  - ◆ Extensive understanding of local customer behaviors, preferences, and cultural nuances.
  - ◆ Strong digital marketing, campaign management, brand creation, and market research expertise.
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### Skills and Abilities:

- ◆ Analytical mindset capable of interpreting facts and making informed decisions.
  - ◆ Implementation of marketing tools, analytics platforms, and collaborative software.
  - ◆ Strategic thinking, problem-solving skills, and flexibility to changing market conditions are all required.
  - ◆ Excellent interpersonal, communication, and team management abilities.
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### Job Competencies:

#### *Strategy*

- ◆ Develop and implement a worldwide marketing strategy plan in collaboration with product line management, corporate and regional marketing, information technology/digital, and commercial teams in each area. This strategy should be consistent with and supportive of the company's overall strategic plan and growth objectives.

#### *Marketing*

- ◆ Oversees the worldwide marketing division, which includes activities such as internal and external corporate communications, branding, content production, events, digital marketing, lead generation, partner marketing, and sponsorships.

#### *Team Management*

- ◆ Applying leadership abilities and experiences to consistently enhance the marketing function, which includes talent, structure, processes, tools, and approaches.

#### *Goal Setting*

- ◆ Set precise goals for the marketing department and use well-defined measurements and KPIs to monitor the commercial and brand effect of marketing efforts.

#### *Budget Management*

- ◆ Develop and manage the global marketing budget, collaborating with regional leaders to optimize marketing expenditure.

#### *Data Analysis*

- ◆ The ability to analyze data and make judgments based on that data. Knowledge of analytics tools for measuring the effectiveness of marketing campaigns.

#### *Market Knowledge*

- ◆ Deep awareness of the market's technological landscape, including competitors, trends, and customer preferences.

#### *Content Strategy*

- ◆ Create and implement a content marketing plan to engage and educate the target audience.

#### *Legal and Regulatory Compliance*

- ◆ Knowledge of marketing rules and compliance requirements, such as data protection and privacy laws.

#### *Innovation*

- ◆ Stay updated with the latest marketing trends and technologies and implement innovative approaches to stay competitive
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### **Working Environment and Physical Demands:**

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required.

*Disclaimer: Exage provides equal employment opportunity to all applicants and employees. No person is to be discriminated against in any aspect of the employment relationship due to race, religion, color, sex, age, national origin, disability, citizenship status, marital status, veteran status or any other reason prohibited by law.*

