

MECSD MARKETING MANAGER POSITION

Education: Bachelor Of Science in Business Marketing Education (BME) or equivalent, with knowledge of LEED AP and ESTIDAMA PBRS Green Building Rating Systems, and the Building Development industry in general

Location: DUBAI, UAE

Posted by: Middle East Centre for Sustainable Development (MECSD)

Job Category: Marketing Manager

Language(s): English

Area of Focus: Assisting the CTO and Staff of MECSD in marketing the services of MECSD throughout the Middle East, and in particular Abu Dhabi & Dubai. Providing consistency to the marketing program of MECSD and ensuring a continuous stream of new project opportunities, including developing new leads, and maintaining of project lead tracking.

Type: Fulltime

Position is available immediately.

ABOUT MECSD AND OUR CAPABILITIES AND EXPERIENCE:

The **Middle East Centre for Sustainable Development**, (MECSD), is one of the early pioneers in green building development in the Middle East. MECSD has the sustainability development experience, qualified staff and efficient operations in the Middle East arena to proficiently guide selected project teams through the Green Development Building process.

MECSD provides sustainable services for new and existing facility development. With more than 180 registered USGBC LEED projects in various stages of the LEED certification process in the U.A.E., MECSD has already achieved for our clients 50 LEED Certified Projects, including 3-Platinum Certifications, 27-Gold, and 17-Silver certifications, and 3- Certified projects, and in a few short months will have certified at least ten more facilities.

MECSD is a wholly owned subsidiary of Pacific Controls Systems (PCS). Pacific Controls Systems is one of the early pioneers in green building development in the Middle East. Both ISO 9001 and 14064 Certified, PCS developed the first LEED Platinum rated facility in UAE, where she is Headquartered and where MECSD was also created to promote sustainable building throughout the Middle East Region and beyond. This commitment to sustainability pervades both organizations and continues to be a prime motivation to maintain an active and sustainable presence in the Middle East, as well as globally.

Qualifications:

We at Middle East Centre for Sustainable Development are in need of marketing professional as part of our department expansion program to help us acquire a larger share of the growing sustainable market in the U.A.E. With the advent of the new green regulations in the U.A.E., including USGBC LEED requirements in Dubai World units, under EHS/Trakees; the New Dubai Municipality Green Building Code launched by Dubai Municipality at the beginning of 2014; and the full blown ESTIDAMA PEARL Green Rating Systems in Abu Dhabi, more than ever before will the building development within the U.A.E. be going Green.

In addition, The UAE is poised to enter a new era of development expansion, much of which is already underway or on the drawing boards. With the advent of Dubai being selected to host the 2020 Expo City, the infrastructure and building development of Dubai and all of U.A.E. will heat up even faster, with unprecedented development over the next 5- years taking place.

MARKETING MANAGER TASKS:

It will be the major task of our new Marketing Manager to work diligently with our senior MECSD Management and Business Development Team to establish from the ground up the marketing effort of our MECSD Organization. In its simplest form, it is about ensuring that our customers' needs are met whilst maximising the profits of the company. The following tasks include but are not limited to this position:

1. Researching and organizing the current and future client base and their contact information
2. Monitoring and analysing market trends with direction from the CTO.
3. Studying competitors' products, pricing, and services and reporting these to the CTO.
4. Exploring ways of improving existing products and services, and increasing profitability.
5. Identifying target markets and developing strategies and tools to best communicate with them
6. Contacting current and new clients and coordinating presentation meetings regarding potential new projects with the MECSD CTO and Staff.
7. Preparing and managing marketing plans and budgets.
8. Identifying the right promotional material for the tasks at hand and working with the management team and graphics department to develop these.
9. Liaising with other internal MECSD Staff, including CTO, Project Managers and Customer Service Manager, on improving the visibility to the regional development community.
10. Producing reports based on a marketing tracking spreadsheet that monitors the marketing activities
11. Presenting findings and suggestions to CTO and other senior managers.
12. Travelling to trade shows, conferences and client meetings.
13. Supporting, training, and managing a marketing team as it develops.

MARKETING MANAGER CHARACTERISTICS AND ABILITIES:

The Successful Candidate for this Marketing Management position should have the following knowledge level and Talents:

- Have a sufficient interest in and knowledge of Sustainable Development in general. Becoming a qualified USGBC LEED AP or ESTIDAMA PQP will be encouraged.
- Have knowledge of a wide range of marketing techniques and concepts, but specifically related to the building industry services in the UAE markets.

- Be an excellent communicator, including proficiency in writing and speaking fluent English. Arabic speaking and writing a plus, but not a prerequisite
- Be well presented with a professional grooming, attire, and manner at all times
- Be able to work well under time sensitive pressures and produce results within agreed time frames
- Be able to think and act creatively within a team environment, and within multi-national groups of architects, engineers, builders, and corporate owners.
- Be interested in the future of Mankind and the World, and how one can make a difference in it.

MECSD EMPLOYER PROVISIONS:

Middle East Centre For Sustainable Development (MECSD) offers a competitive salary (commensurate with experience) and excellent benefits. Our office is located in the Dubai Techno Park at the Pacific Controls, Platinum Green Building. For more information, visit our web site www.mecsd.com