



Designed for Distinction

Job Description: Head of Marketing Operations

(Marketing Division – Under Just Group)

Position: Head of Marketing Operations – Marketing Division

Reporting To: Partner, Candice Forbes

Employment Type: Permanent, Office-Based (Remote on Saturdays)

Work Schedule: Monday to Friday (office-based) + every other Saturday (remote, half-day)

About the Role

Just Group is seeking a **dynamic, commercially driven Marketing Operations Leader** to head up **the marketing division**, our full-stack marketing and digital business unit. This is **not a typical marketing role**. It's a **strategic leadership position** designed for someone who can **grow, lead, and scale a profitable marketing division** while overseeing a diverse portfolio of high-profile internal brands and external clients. The ideal candidate is **hands-on, entrepreneurial, and relentlessly results-focused**. You must be comfortable wearing multiple hats: **strategist, operator, creative leader, and business developer**. This role comes with **clear KPIs** focused on **building a client base, growing revenue streams, and driving profitability**.

Key Objectives

- **Lead the Division** – Position the marketing division as a **standalone, high-performing business unit** under Just Group.
- **Drive Business Development** – Build a **strong pipeline of new clients** and **expand the division's portfolio** to include high-value external accounts.
- **Deliver Profitability** – Execute strategies that generate **sustainable revenue growth** and deliver **high ROI**.
- **Achieve Clear KPIs** – Meet or exceed measurable goals related to **client acquisition, revenue generation, campaign performance, and division profitability**.



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Key Responsibilities

Strategic Leadership & Division Growth

- Develop and execute a **comprehensive growth strategy** to scale the marketing division into a **profitable, self-sustaining business unit**.
- Take full **P&L ownership**, monitoring and reporting performance on **revenue, costs, and margins**.
- Position the marketing division as a **trusted partner** for both Just Group's internal stakeholders and external clients.
- Continuously **refine service offerings** to keep the division competitive and **ahead of industry trends**.

Business Development & Client Acquisition (*Core KPI*)

- Lead all **business development initiatives** to grow the division's client portfolio and revenue streams.
- Identify, pitch, and **secure new external clients**, focusing on high-value opportunities within the UAE and GCC.
- Develop **strategic partnerships** to strengthen the division's market presence and enhance brand authority.
- Create **high-impact proposals and presentations** to win premium accounts.
- Establish **clear KPIs** to measure success in **new client acquisition, revenue targets, and retention rates**.

Content & Creative Excellence

- Oversee the creation of **luxury-level marketing assets** including visuals, videos, campaigns, and collateral.
- Ensure **brand consistency and positioning** across all marketing channels and touchpoints.
- Set and enforce **creative quality benchmarks** that differentiate the marketing division in a highly competitive landscape.

Digital Marketing & Analytics

- Lead **data-driven campaigns** across Meta, LinkedIn, TikTok, YouTube, and emerging platforms.
- Define KPIs for all campaigns and **optimize marketing spend** to maximize ROI.
- Build advanced reporting systems that provide **board-level insights** focused on **measurable business outcomes**.



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Operational Leadership & On-Site Excellence

- Attend **key events, activations, and client shoots** to oversee **real-time marketing execution**.
- Implement **scalable workflows, streamlined processes, and performance dashboards** to increase efficiency and transparency.
- Act as a **change agent**, driving innovation and embedding **best-in-class marketing practices** across the division.

Required Experience & Skills

- **Minimum 10 years of progressive marketing leadership experience** in both traditional and digital marketing, ideally within the UAE or GCC region.
- **Proven success in building and scaling profitable marketing divisions or agencies**, supported by **hard data** on client acquisition, revenue growth, and ROI delivery.
- Demonstrated expertise in **business development**, with a strong track record of **winning and retaining six-figure client accounts**.
- Advanced knowledge of **multi-channel marketing strategies**, including **paid media, SEO/SEM, conversion funnels, retargeting, and content marketing**.
- Exceptional **creative and analytical skills**—able to balance **luxury-level creative execution** with **data-driven decision-making**.
- High-level proficiency in **Adobe Creative Suite**, video editing platforms, and **analytics dashboards** such as Meta Business Suite, LinkedIn Campaign Manager, and Google Analytics.
- Deep understanding of **UAE consumer behaviours**, competitive positioning, and **luxury marketing strategies**.
- Outstanding **leadership and communication skills**, capable of managing cross-functional teams, external vendors, and multiple stakeholders effectively.
- Must have an **entrepreneurial mindset**—treating the marketing division as **your own business** while driving its **profitability and growth**.
- Highly resilient and **comfortable working under pressure**, managing **tight deadlines**, and **pivoting rapidly** in fast-changing environments.
- Above all: **resourcefulness**. You must be able to **do everything or figure it out**—no excuses, only solutions.