

Application	If you are interested in this position, please send your resume and cover letter to gatar-recruit@hec.fr
Location	Doha, Qatar
Contract	Permanent Full-time position
Job Title	Marketing Officer
Reporting to	Executive Director, Partnerships and Growth
Department	Partnerships and Growth
Team	Marketing and Communication
Job Summary	The Marketing Officer is responsible for both internal and external activities which support the continued development of the brand and its position in the market, ultimately leading to greater awareness about HEC Paris in Qatar with the goal of generating sales and business opportunities in Qatar and the region.
Key Responsibilities	<p>Develop and implement marketing strategies</p> <ul style="list-style-type: none"> • Support the development and implementation of the HEC Paris in Qatar (HEC-Q) Marketing and Communications Strategy • Develop and implement clear communication messaging that supports the brand and HEC-Q's growth objectives • Use research findings and analysis to provide direction regarding upcoming marketing projects, new products, and overall strategy • Ensure brand consistency across all marketing messages, supports and activities • Research and analyze market trends, competitor offerings, demographics, and other information that affects marketing strategies and decisions • Identify areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities • Consolidate information into actionable items, reports and presentations which communicate results against goals • Measure the effectiveness of marketing programs and strategies <p>Manage and leverage public and media relations</p> <ul style="list-style-type: none"> • Establish the annual media plan • Drive positive public and media relations, leading to increased market presence • Create and leverage PR campaigns around HEC-Q's activities (corporate events, academic publications, company announcements...) • Create media releases and press releases with the support of an external PR agency, as required • Monitor media coverage and provide recommendations accordingly • Liaise with HEC Paris Marketing team to ensure brand consistency, alignment of tools and process and implementation of best practice <p>Manage marketing collateral</p> <ul style="list-style-type: none"> • Assess the needs for promotional material in support of executive education programs and company events; produce materials and manage stocks • Suggest new promotional content and liaise with external designers or agencies for design and item selection, including articles, whitepapers, and video

- Manage photo and video library; organize photo shoots and video production when required

Support internal communications initiatives

- Ensure that key organizational messages are regularly communicated
- Coordinate a monthly internal newsletter to help employees across the organization stay updated about the company's vision, goals, projects, etc.
- Produce a quarterly activity update to share with leadership and collaborators in Qatar and Paris

Minimum Requirements

- Master's degree in Marketing, Communications, Business or related field preferred
- 6+ years' work experience in Marketing and/or Communications, preferably in the education industry
- Strong organizational and project planning skills, able to multi-task
- Track record in fostering relationships with various stakeholders, both internal and external
- Excellent interpersonal and intercultural skills, together with the ability to work collaboratively and courteously with varied stakeholders, including executives
- Ability to work extended hours several days per month is a must, including on some weekend and evening projects
- Ability to travel and work non-traditional hours, such as evenings and some weekends
- Ability to anticipate problems and generate solutions quickly
- Ability to work under pressure in a busy environment
- Ability to coordinate with multiple external suppliers
- Energetic, strong work ethic, initiative
- Keen eye for detail and brand alignment
- Excellent verbal and written communication skills in English; Arabic is a strong advantage; French is a plus. Communicate with precision and tact
- Prior experience in Qatar and/or GCC preferred

Disclaimer

This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the jobholder might differ from those outlined in this job description and other duties, as assigned, may be part of the job.


About HEC Paris

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris brings together 140 permanent professors, 4,500 students and 8,000 managers in executive education programs every year.

As leaders of impactful learning, HEC Paris has been committed to excellence and impact in research, teaching and thought leadership while delivering transformation and support in addressing the disciplines that matter in today's complex global economic situation.

In 2010, HEC Paris joined Qatar Foundation to bring world-class Executive Education programs and research activity to Doha and the region. HEC Paris launched Qatar's first international EMBA, which is currently ranked number 3 worldwide by the Financial Times, and the Specialized Master's in Strategic Business Unit Management (SBUM). HEC Paris is also a world leader in custom-designed programs, and works with clients in Qatar and the region to design and deliver executive programs that address current business challenges.

The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National



Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. Corporate partnerships have also played a key part in HEC Paris' mission of bringing about regional economic transformation by developing business talent, managers and leaders who can meet the societal and environmental challenges of the future. <http://www.qatar.exed.hec.edu/>

HEC Paris in Qatar is an exceptional workplace, located in state-of-the-art premises in Doha. A true embodiment of HEC Paris' core values – Excellence, Diversity and Community – our staff is a close-knit community of diverse individuals who are driven by the pursuit of excellence.