

POSITION DETAILS	
Job Title	Marketing & External Communications Manager- UAE and Oman
Country / Business Unit	UAE & Oman
Department	Marketing
Directly Reporting To (position)	CCEO- UAE & Oman
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JOB PURPOSE
<p>Drive the positioning of LafargeHolcim in the UAE and Oman cement and concrete sectors by leading external communications and marketing strategies that enhance brand visibility, customer engagement, and market perception. Focus on strengthening customer excellence, enhancing service offerings, and optimizing communication channels, while closely monitoring market trends and competitor activities to ensure effective brand positioning and alignment with sales initiatives.</p>

KEY RESPONSIBILITIES
<p>1. Health, Safety and Environment</p> <ul style="list-style-type: none"> Complies with HSE Rules and Regulations as per H&S Standards. Zero personal Involvement in Accidents. Sets Personal Example with regards to group Safety policy & safety Standards Implementations. Creates Safety Awareness by promoting and attending safety meetings. Is visible in the field and interacts with employees, subcontractors, visitors in safety discussions. Achieves the assigned HSE targets on VPC, Bog, etc. Ensures team HSE targets are monitored and achieved. Engages with his/her team members on safety topics. Ensures well maintained housekeeping in respective areas. <p>2. People Management</p> <ul style="list-style-type: none"> Defines, guide, and supports both performance and development actions for respective employees within own scope of responsibility, in collaboration with HR and as per Business and Individual needs. Regularly reviews organizational capabilities and efficiency within own scope of responsibility. Leads, motivates, develops, and coaches direct reportees and other team members. Leads by example to the team in promoting diversity, inclusion, and equal opportunities culture. <p>3. Internal Control</p>

Ensures Internal Control guidelines are followed, suggests improvements and tests the processes and controls within own area of responsibility.

4. Competition and Law Compliance

Acts as role model for all company regulations, including but not limited to Code of Business Conduct, Anti Bribery and Corruption, Conflict of Interest, etc.

5. Role Specific

Marketing Responsibility

- Adapts to constant technical developments (new products, changing specifications regulations, and working methods.)
- Has in-depth market trend understanding through direct contact with Projects and end users.
- Maintains direct contact with customers in all segments to truly understand their business and pinpoints.
- Prospects visits regularly and builds loyalty with a portfolio of customers which are large & medium companies, masons, developers, small customers, homebuilders, and deeply understanding their needs.
- Promotes solutions to customers by clearly explaining the technical aspects of each product in the range.
- Improves and reinforces LafargeHolcim brand in our sector.
- Comprehension and ability to embrace commercial transformation process.
- Develops the Country Marketing Plan in alignment with the SD and ensures continuous follow-up to guarantee timely implementation at the Business Unit level, achieving set objectives.
- Defines KPIs and monitors the success of implemented action plans.
- Develops, implements and Monitors Net Promoter Score, Price Benchmarking and Brand Premium research programs.
- Designs and implements marketing initiatives, promotions and seminars with customers for UAE and Oman.
- Develops marketing collateral for BUs in UAE and Oman and joins cross-line projects.
- Manages and optimizes marketing budgets and campaigns.

Communication Responsibility

- Develops and maintains relationships with external stakeholders and media outlets to ensure positive coverage of company news, products, and initiatives.
- Writes and distributes announcements to share company achievements, product launches, and other important news to the public and social media.
- Coordinates and manages public interviews with key company spokespeople and ensures they are prepared and aligned with company messaging.
- Plans and executes industry and company events such as exhibitions, forums, conferences, product launches, and media briefings.
- Monitors and manages the company's online and offline reputation, responding to media inquiries and managing crises when necessary.
- Oversees social media strategies, ensuring alignment with marketing campaigns and creating positive engagement with the public.

- Develops and maintains stakeholders contact database to facilitate efficient communication and outreach to position the company in its strategic business intent.
- Collaborates with internal teams to create and promote consistent brand messaging across all public-facing communications.
- Plans and executes corporate social responsibility (CSR) initiatives to enhance brand image and community involvement.
- Tracks and reports on communication performance, analysing the effectiveness of campaigns and adjusting strategies accordingly.
- Coordinates sponsorships and partnerships to align with the company’s brand and reputation-building efforts.
- Manages crisis communications by providing clear, transparent, and timely responses during company-related controversies or issues.

WORKING RELATIONSHIPS

Internal

Operation functions, People function, Finance, Management and Sales teams across all UAE and Oman BUs as well as Group Marketing Team.

External

- Holcim Group
- Auditors
- Local government authorities
- Media Outlets
- Vendors and Agencies
- Customers

EDUCATION, EXPERIENCE AND OTHER REQUIREMENTS

Education

Bachelor’s degree in Marketing, Communications, Business, or a related field; Master’s in Marketing, Communications, or a related field, or relevant certifications preferred.

Experience

Proven experience in a leading role, designing and executing marketing and external communications strategies, creating impactful campaigns, and managing brand messaging for both B2B and B2C audiences in the UAE and Oman. Extensive experience in managing brand promotion and external communications efforts within the Cement and Concrete industries.

Language requirements

- English
- Arabic, Hindi & Urdu added advantage