

<b>Job Title:</b>	Sales & Marketing Coordinator	<b>Function:</b>	Group Sales & Marketing
<b>Department:</b>	Sales & Marketing	<b>Location:</b>	Hybrid – Abu Dhabi [Mussafah & Aldar]
<b>Reports To:</b>	Group Commercial Manager	<b>Responsible For:</b>	N/A
<p><b>Job Purpose:</b>            The Sales and Marketing Coordinator plays a key role in supporting the Group’s internal and external communications, marketing campaigns and promotional activities. Working closely with the Group Commercial Manager, as well as collaborating with external agencies, this role is pivotal in executing marketing strategies, organising events and developing content that aligns with the company’s vision.</p> <p>The Sales and Marketing Coordinator is instrumental in streamlining sales processes, executing marketing strategies, and enhancing customer relationships</p>			
<p><b>Key Responsibilities:</b></p> <p><u>Sales Support:</u></p> <ul style="list-style-type: none"> <li>Assist with the creation of sales presentations and proposals.</li> <li>Coordinate and follow up on sales leads, including scheduling appointments for the sales team.</li> <li>Maintain and update customer databases and contact lists.</li> <li>Prepare and distribute sales materials and promotional items.</li> </ul> <p><u>Marketing:</u></p> <ul style="list-style-type: none"> <li>Work with the Group Commercial Manager and other internal stakeholders and external advisors to develop the Group Marketing Strategy.</li> <li>Help organise and coordinate marketing events such as trade shows and webinars.</li> <li>Manage social media accounts and post regular updates in line with the marketing strategy.</li> <li>Assist in the creation of marketing collateral and digital content.</li> <li>Act as a liaison between the company and external PR agencies to enhance brand visibility.</li> </ul> <p><u>Data Management and Reporting:</u></p> <ul style="list-style-type: none"> <li>Collect and analyse sales and marketing data to help inform strategies.</li> <li>Generate reports on sales metrics and marketing campaign performance.</li> </ul> <p><u>Communication Coordination:</u></p> <ul style="list-style-type: none"> <li>Facilitate internal communication within the Sales and Marketing teams.</li> <li>Act as a liaison between sales, marketing, and other departments to ensure alignment on initiatives.</li> </ul> <p><u>Administrative Duties:</u></p> <ul style="list-style-type: none"> <li>Manage all purchase orders related to sales and marketing department.</li> <li>Manage inventory of marketing materials.</li> <li>Support CRM System management, account creation, opportunity management etc.</li> </ul>			
<b>Skills and Experience:</b>			
	<b>Essential</b>	<b>Preferred</b>	
<b>Qualifications/Training</b>	<ul style="list-style-type: none"> <li>Bachelor’s degree or professional qualification in Marketing, Business</li> </ul>	<ul style="list-style-type: none"> <li>Certifications in digital marketing or communications.</li> </ul>	

	Administration, or a related field;	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• <b>Some</b> experience in sales, marketing, or a similar role.</li> <li>• Proficient in Microsoft Office Suite, with an aptitude for learning new software and systems.</li> <li>• Familiarity with CRM platforms for tracking customer interactions and managing leads.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in supporting marketing campaigns or corporate events.</li> </ul>
<b>Knowledge/Skills/Competencies</b>	<ul style="list-style-type: none"> <li>• Strong organisational and project management skills.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Creative mindset with attention to detail and design.</li> </ul>	<ul style="list-style-type: none"> <li>• Proficiency in Adobe Photoshop, InDesign, and Illustrator for creating professional graphics, marketing materials, and editing images.</li> <li>• Knowledge of Adobe Premiere Pro and After Effects could be beneficial for producing and editing video content.</li> </ul>
<b>Complying with Procedures:</b> <ul style="list-style-type: none"> <li>• Ensure compliance with the Company and Client operating policies and procedures.</li> <li>• Ensure compliance with the Company Health and Safety policy.</li> <li>• Be aware of company conditions of employment as detailed in the Employee Handbook.</li> <li>• Liaise with the HR Department to assure compliance with current employment law legislation and contract of employment.</li> </ul>		

**Note:** The duties described herein are intended as a guide only, and it should be understood that operational demands may at times necessitate that an employee performs duties not included in this description.

TWMA is committed to protecting the personal data of private individuals during our recruitment process. By submitting your application for the vacancy described above, you will be giving us personal information about yourself. Please refer to our Candidate Recruitment Policy, which explains to you how we protect and treat your personal information and the rights you have. You can read the policy either by clicking on the ‘Candidate Recruitment – Privacy Policy’ section at the bottom of the home page of our website or by requesting a copy of the policy from us.

At TWMA, we believe that diversity is not only a moral imperative but also a strategic advantage. We are committed to creating an inclusive workplace where everyone feels valued, respected, and empowered to contribute their unique perspectives. We actively seek to build a team that reflects the diverse communities we serve, and we embrace differences in race, ethnicity, gender, age, sexual orientation, disability, religion, and background. Our dedication to diversity and inclusion extends beyond recruitment and hiring; it permeates our culture, policies, and practices, driving innovation, collaboration, and success.

