

## Job Description

**Position:** Sales and Marketing Manager

**Reporting To:** Operation Director / General Manager

### Position Overview

Gerbou Restaurant is seeking a dynamic and results-driven Sales and Marketing Manager to lead all marketing, brand communication, and revenue-driven initiatives. This role focuses on strengthening Gerbou's market position, driving guest acquisition, growing private and corporate bookings managing partnerships, and increasing overall F&B sales performance.

The ideal candidate is a creative storyteller with a strong commercial mindset, someone who understands the UAE's F&B and hospitality landscape and can translate marketing strategies into measurable business results. This position requires hands-on experience in digital marketing, brand building, sales outreach, event promotion, and client relationship management.

You will work closely with Tashkeel's wider Marketing and Communications department and collaborate with Gerbou's operational team to ensure cohesive, high-impact marketing that elevates the brand and drives revenue growth.

### Key Responsibilities

#### Marketing & Brand Development

- Develop and execute integrated, multi-channel marketing strategies to promote Gerbou's dining experiences, special menus, seasonal activations, and private bookings.
- Lead digital marketing efforts, including social media, newsletters, paid ads, SEO, and website updates.
- Plan and manage marketing calendars, ensuring timely rollouts with strong ROI and brand consistency.
- Craft compelling content, messaging, and storytelling aligned with Gerbou's philosophy and brand voice.
- Coordinate PR initiatives, media collaborations, influencer partnerships, and press coverage.

#### Sales & Revenue Growth

- Set and achieve monthly and quarterly sales targets for dining covers, private events, corporate bookings, and brand collaborations.
- Identify and secure new business opportunities through strategic partnerships, outreach to corporates, concierge networks, luxury brands, and hospitality partners.
- Develop sales proposals, pitches, and decks for clients and partners.
- Manage client relationships, ensuring strong retention and repeat business.
- Work closely with the Finance team to track revenue streams and optimize pricing strategies.

#### Content & Communications

- Oversee production of marketing materials including brochures, decks, press releases, social media content, and promotional videos.
- Support ongoing storytelling projects, including the Tashkeel x Gerbou documentary airing on Emirates Airlines and digital platforms.
- Monitor performance analytics and produce clear, actionable insights.

### **Internal Collaboration**

- Work closely with the Tashkeel Marketing Department (creative, design, digital, video, and communications teams) for all campaign development and approvals.
- Ensure all marketing outputs meet brand standards and support business objectives.
- Coordinate with the Restaurant Manager and operations team to align marketing with guest experience and culinary strategy.

### **Qualifications and Skills**

- Bachelor's degree in Marketing, Business, Communications, Hospitality, or related fields (Master's preferred).
- Minimum 5–7 years of experience in F&B, hospitality, or luxury brand marketing and sales.
- Proven track record of delivering revenue growth and executing successful campaigns.
- Strong digital marketing skills across Meta, Google Ads, CRM systems, and analytics tools.
- Excellent communication, proposal writing, and presentation skills.
- Fluent in **English and Arabic** (required).
- Ability to work evenings or weekends during events or peak seasons.
- Strong understanding of the UAE F&B landscape, trends, and consumer behavior.

### **Key Performance Indicators (KPIs)**

- Growth in restaurant bookings, private events, and corporate sales.
- Increased social media engagement, follower growth, and content performance.
- Improved website traffic and conversion rates.
- Successful execution of marketing campaigns and partnerships.
- Achievement of monthly and quarterly revenue targets