



**Job Title: Marketing Manager**

**Company:** Builder Travel

**Location:** Mohandseen - Giza

**About Us:** Builder Travel is a leading tourism company dedicated to providing unforgettable travel experiences to our clients. With a passion for exploration and a commitment to excellence, we offer a wide range of travel services, including guided tours, adventure trips, and customized itineraries.

**Our mission:** Customer satisfaction and exceeding their expectations, and providing them with most of the desired destinations, because we believe that the service quality always comes first.

**Our Values:** 1-Excellent customer service

2- Exerting our best to give our internal stakeholders the privilege to achieve their ambitions and to obtain a decent life.

**Job Overview:** As the Marketing Manager at Builder Travel , you will play a pivotal role in driving our brand awareness, customer engagement, and revenue growth. You will be responsible for developing and implementing comprehensive marketing strategies that align with our business objectives and resonate with our target audience. Leveraging your creativity, strategic thinking, and analytical skills, you will lead a talented marketing team to execute campaigns across various channels and platforms.

**Key Responsibilities:**

1. **Strategic Planning:** Develop and execute strategic marketing plans to promote our brand, products, and services in line with company objectives.
2. **Brand Management:** Maintain and enhance the company's brand identity, ensuring consistency across all marketing channels and communication materials.

3. **Digital Marketing:** Oversee digital marketing efforts, including website optimization, SEO/SEM, email marketing, social media management, and online advertising campaigns.
4. **Content Creation:** Lead content creation initiatives, including writing, editing, and producing compelling content for websites, blogs, social media, and other marketing collateral.
5. **Campaign Management:** Plan, execute, and measure multi-channel marketing campaigns to drive customer acquisition, retention, and engagement.
6. **Market Research:** Conduct market research and analysis to identify trends, opportunities, and competitive threats, informing marketing strategies and tactics.
7. **Budget Management:** Manage marketing budgets effectively, allocating resources efficiently to achieve maximum ROI.
8. **Team Leadership:** Lead and mentor a team of marketing professionals, providing guidance, feedback, and support to foster their professional growth and success.
9. **Partnerships and Collaborations:** Identify and cultivate strategic partnerships with other businesses, influencers, and organizations to expand our reach and enhance our marketing efforts.
10. **Performance Tracking:** Monitor and analyze key performance indicators (KPIs), metrics, and campaign performance data to measure the effectiveness of marketing initiatives and optimize strategies accordingly.

#### **Qualifications:**

- Bachelor's degree in Marketing, Business Administration, or related field; Master's degree preferred.
- Proven experience (5 years) in marketing management roles, preferably in the tourism or hospitality industry.
- Demonstrated success in developing and implementing marketing strategies that drive brand awareness, customer engagement, and revenue growth.
- Strong understanding of digital marketing techniques, tools, and platforms, including SEO, SEM, social media, email marketing, and content management systems.
- Excellent communication, presentation, and interpersonal skills, with the ability to collaborate effectively across teams and levels of the organization.
- Fluency in relevant languages (e.g., Arabic, English) and Germany is preferred.
- Analytical mindset with proficiency in data analysis and interpretation to inform decision-making and optimize marketing performance.
- Creative thinker with a passion for storytelling and a keen eye for design aesthetics.

- Proven leadership abilities with experience in managing and inspiring high-performing teams.

**Benefits:**

- Competitive salary commensurate with experience.
- Comprehensive benefits package, including health insurance, retirement plans, and paid time off.
- Opportunities for professional development and career advancement.
- Travel perks and discounts on company tours and services.
- Vibrant and inclusive work culture with a passionate team dedicated to making a difference in the travel industry.

**Application Process:** If you are a dynamic marketing professional with a passion for travel and a track record of driving results, we invite you to join our team at Builder Travel. Please submit your resume, along with a cover letter outlining your qualifications and why you are interested in this position, to [\*\*info@buildertravel.com\*\*](mailto:info@buildertravel.com)

Builder Travel is an equal opportunity employer committed to diversity and inclusion in the workplace. We celebrate individual differences and encourage people of all backgrounds to apply.