



Marketing & Communications Manager

In April 2016, **DP World Limassol** was awarded a 25-year concession to exclusively operate the multi-purpose and Cruise terminals in Limassol commencing February 2017. The terminal's activities, comprising of three multi-purpose quays, include break-bulk, general cargo, Ro-Ro, Oil & Gas services and the cruise terminal.

Are you an enthusiastic and ambitious professional with a communication talent who is eager to develop into the Marketing & Communications Manager we are looking for?

Responsibilities

- Oversee marketing and communication initiatives;
- Play a key role in expanding the reach, visibility and profile of our services;
- Create marketing strategies and execute high-profile campaigns.
- Foster strong relationships with business partners, customers and key stakeholders;
- Oversee all aspects of marketing and communications, including digital, print, media, public relations, and social media, ensuring alignment with the overall business goals.
- Lead the development of annual marketing plans, setting clear objectives, KPIs, and budget allocations to achieve growth targets.
- Developing and implementing revenue-generating strategies by utilizing marketing assets for commercial areas, advertising spaces, and other revenue streams within the port.
- Work closely with Cluster and Regional Communications and Marketing Leads to align messaging, communications, and marketing plans.
- Create targeted marketing campaigns to increase traffic
- Develop partnerships and communication channels with cruise lines, travel agents, local tourism boards, and other stakeholders to promote the terminal's capabilities and services.
- Support initiatives to enhance the passenger experience at the terminal through customer-focused communication and promotional strategies.
- Conduct market research and competitor analysis
- Strategize and execute marketing efforts for a wide range of events
- Drive event promotions through social media channels, marketing campaigns, and targeted outreach to key industries
- Manage relationships with event planners, sponsors, exhibitors
- Strengthen the company's brand by maintaining a consistent message across all communications and marketing materials, aligning with corporate values and identity.
- Ensure brand compliance with DP World's visual identity.
- Manage content creation and distribution for both online and offline channels
- Monitor and respond to public feedback and media coverage, ensuring positive brand representation.
- Work closely with the commercial, operations, and other functional teams
- Develop productive working relations with contractors and suppliers, fostering an environment of creativity and innovation.



DP WORLD

- Oversee the marketing and events budget, ensuring effective allocation of resources and tracking spend to maximize ROI.
- Evaluate and report on marketing performance and campaign success to senior leadership, making recommendations for continuous improvement.

Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field. A Master's degree or MBA is a plus;
- 5+ years of experience in marketing, with a focus on the cruise, maritime, or event industries.
- Knowledge of the maritime, cruise or tourism industries, and their marketing challenges is a strong advantage.
- Strong understanding of digital marketing, content creation, and social media strategies.
- Excellent communication skills in both Greek and English, both written and verbal, with a talent for storytelling and brand messaging.
- Demonstrated ability to manage relationships with external stakeholders, including media, partners, and customers.
- Experience in event management, from planning to execution, with an understanding of logistics, budgeting, and client relations.
- Strong analytical skills and ability to interpret marketing metrics to refine and optimize campaigns.
- Leadership skills, with the ability to collaborate across departments and with suppliers.
- Proficiency in Microsoft Office Suite and marketing tools such as CRM platforms, social media management tools, and content management systems.
- Creative thinker with the ability to develop and execute innovative marketing ideas.
- Proactive, with excellent problem-solving abilities and a strategic mindset.
- Customer-oriented team player

Compensation

DP World offers exciting and challenging roles within a growing international organization. We strive to hire and develop the right people, locally and globally, stimulating personal growth and self-development within an informal atmosphere. We offer a market competitive compensation package.

If you are interested to apply for this position, please send your CV to careers@dpworldlimassol.com or apply online at www.dpworldlimassol.com/careers. All applications received will be treated in the strictest confidence.