



<b>DATE</b>	3 March 2025		
<b>DEPARTMENT</b>	MARKETING	<b>POSITION</b>	MARKETING DIRECTOR

### Be a part of the Spectacle with La Perle - Dubai's Unmissable Theatrical Experience

La Perle is not just a show—it's a groundbreaking live entertainment experience that pushes the boundaries of creativity, technology, and human artistry. La Perle has captivated global audiences with its mesmerizing blend of acrobatics, immersive storytelling and cutting-edge production. As a cultural icon and a symbol of Dubai's innovative spirit, La Perle defines the future of MENA live entertainment, taking place in a state-of-the-art aqua theatre at Al Habtoor City and offering an unforgettable experience that inspires both audiences and those who bring it to life.

#### **We are hiring: Marketing Director**

Are you a visionary marketer with a passion for storytelling and a knack for creating unforgettable brand experiences? Al Habtoor Group will be launching an expanded and updated version of La Perle in fourth quarter 2025 and is looking for a Director/Sr. Director of Marketing to bring it to market through creative and innovative marketing initiatives. In this role, you will have the opportunity to shape the narrative of one of the world's most spectacular live shows, driving audience engagement, brand awareness, and innovative campaigns that resonate across diverse markets and achieve business targets.

This is a hands-on position that requires close collaboration with Sales, Revenue, Show Production and other departments to create, execute, and optimize marketing programs that deliver measurable business results.

### **Job Responsibilities**

Lead the planning, development and execution of integrated marketing campaigns for La Perle across all consumer touchpoints in conjunction with vertical agencies and internal marketing team.

Plan strategic marketing initiatives and execute media campaigns across multiple channels to drive revenue, guest satisfaction and positive word of mouth.

Manage relationships with external agencies and vendors to ensure campaign deliverables meet quality standards across all mediums, including digital, social media, print, outdoor, radio and show web site.

Collaborate with internal marketing team to create compelling content and consistent messaging and branding across all marketing channels and show merchandise.

Monitor and analyze campaign effectiveness, using data-driven decision making to optimize marketing spend and communication talking points.

Establish KPIs and ensure improvement in Return on Ad Spend, Cost per Acquisition (CPA) and online conversion rates over time.

Build new collateral, or refresh existing collateral, for cross promotion executions, B2B venue rental sales tools (venue is leveraged for MICE bookings during dark show days), etc.

Further build, lead and mentor a small marketing team while maintaining hands-on execution across all marketing initiatives.

Harness cross-company synergies by developing cross promotion programs with sister Al Habtoor Group marketing counterparts.

Execute consumer exit survey research to gather insights on visitor preferences, behaviors, and satisfaction.

With internal Operations team, contribute to key decisions associated with the customer journey from theater arrival to departure.

### **Basic Qualifications**

Bachelor's degree in Marketing, Business Administration, or a related field.

Minimum 6 years of experience in strategic marketing, planning, or a related role, with a preferred work focus on location based entertainment or lifestyle businesses (client or agency candidates both valued).

Strong understanding of branding, media planning, editorial content management and integrated campaign development.

Ability to think strategically and creatively, with a focus on segmentation tactics and the competitive frame.

Excellent communication and interpersonal skills, with the ability to influence and collaborate effectively across all levels of the organization, including senior corporate management.

Foster an environment of excellent communication ensuring transparency and clarity with a commitment to teamwork and collaboration.

Monitor industry trends and identify new channels/approaches for audience engagement.

Reports to La Perle General Manager