JOB DESCRIPTION

Job Title: Senior Marketing Head

Location: Kuwait

About the Role

We are seeking a strategic and experienced **Marketing Head** to lead overall marketing initiatives for our **ISO Auditing, Certification, and Professional Training services**. The role focuses on **brand building, marketing communications, industry outreach, and client engagement**, positioning the organization as a trusted authority in management system standards and compliance services.

The ideal candidate will be capable of translating technical ISO services into clear market positioning while supporting sustained business growth.

Key Responsibilities

Strategic Marketing Leadership

- Develop and implement integrated marketing strategies aligned with organizational goals for auditing, certification, and training services.
- Strengthen the organization's market presence and credibility within regulated and compliance-driven industries.
- Work closely with senior management to support long-term growth and service expansion.

Industry & Client-Focused Marketing

- Plan and execute marketing initiatives targeting organizations across manufacturing, healthcare, IT, food, laboratories, and service sectors.
- Support promotion of ISO certifications, surveillance audits, and professional training programs.
- Strengthen engagement with corporate clients, professionals, and institutional stakeholders through structured outreach and relationship-building activities.
- Support sales and operations teams with relevant marketing inputs, proposals, and positioning material.

Marketing Communications

- Oversee all marketing communication activities, including internal and external messaging.

- Manage development of marketing collaterals such as brochures, proposals, presentations, course materials, case studies, and FAQs.
- Ensure technical accuracy and consistency in ISO-related messaging and terminology.

Team Leadership & Coordination

- Lead and mentor the marketing and communication team.
- Coordinate closely with auditors, trainers, sales, and operational teams to ensure aligned messaging.
- Define KPIs, reporting structures, and continuous improvement initiatives.

Skill Set & Requirements

- 7+ years of progressive experience in marketing leadership roles within service-based, professional, or compliance-driven organizations.
- Strong exposure to ISO standards, certification services, auditing, or professional training environments (in any two standards).
- Demonstrated expertise in brand strategy, marketing communications, corporate positioning, and content development.
- Proven ability to translate complex and technical services into clear, credible, and market-ready messaging.
- Excellent leadership, communication, and cross-functional collaboration skills.
- Strategic and business-oriented mindset with a strong focus on brand credibility, quality, and sustainable growth.

How to Apply

Interested professionals applying for the **Senior Marketing Head** position are requested to email the HR team with the following details:

Please include:

- A brief professional summary highlighting your **marketing leadership experience** and key achievements
- Overview of **industry exposure**, particularly within service-based or compliance-driven sectors
- Details of **current role and availability** (full-time or notice period)
- **Total years of experience** in marketing and leadership roles
- **Current and expected remuneration**

Email: recruiter@iascertification.com

Contact number: +971528732160

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