

Manager Marketing & Sales (m/f/d)

Focus: Tourism Marketing & Trade

The German Emirati Chamber of Commerce and Industry (AHK) is looking for a Manager Marketing & Sales (m/f/d) for the Dubai representative office of the German National Tourist Board (GNTB), starting 1 November 2026

Your Responsibilities

- Conceptualize, plan and implement market-specific B2C and B2B activities across relevant digital, social media, content, performance and traditional channels.
- Proactively develop and manage partnerships with tour operators, OTAs, airlines and other relevant travel trade partners across the GCC.
- Organize and conduct thematic campaigns and study trips in accordance with the agreed concept and planning.
- Monitor market, consumer, travel trade and competitor developments and provide regular insights and recommendations to HQ
- Position and promote Germany-wide tourism offers in the market.
- Implement the annual qualitative and quantitative marketing objectives while ensuring compliance with the allocated marketing budget.
- Full responsibility of budget management, accurate documentation and compliance with GNTB processes and requirements.
- Maintain GNTB databases, including KAM, Cobra, MACH and Wilken.
- Develop and maintain Key Account Management, including documentation of the travel industry's offerings and maintenance of a destination database.
- Organize and conduct webinars, industry events, trade fairs, workshops, product trainings and roadshows.
- You are able to travel frequently in the GCC.
- Act as a deputy for the Director Marketing & Sales during their absence.

Your Profile

- You have completed a degree in Tourism Management, Marketing, or a related field.
- You have at least 3 years of relevant professional experience in tourism marketing, travel trade or destination marketing, ideally combined with strong knowledge of the GCC travel industry.
- Your professional experience focuses on the conceptualization, management and communication with the travel industry, both in Germany and in the Gulf region.
- You have experience in target-group and market analysis.
- You are passionate about Germany as a travel destination and enthusiastic about using both traditional and new media — including TV, radio and newsletters — to inspire travelers from the Gulf region to visit Germany.
- You are confident use of AI and digital tools across marketing, sales, market intelligence and everyday workflows.
- You are communicative, a team player, resilient and committed.
- You are confident with independent decision-making and own the ability to represent GNTB externally.
- You have very good German and English language skills. Arabic would be a plus.

Please send your application, including your salary expectations, quoting “Manager Marketing & Sales” in the subject line, to: hr@ahkuae.com.

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