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MATCH HOSPITALITY CONSULTANTS LLC
 20th Floor, Tornado Tower Building No. 17
 Street 810 - Majlis Al Taawon St
 Zone 60, West Bay, Doha, Qatar

Job Description	
Job Title:	Catering Marketing Officer
Reports To:	Catering Administration Manager
Location:	Doha based candidates only
Type of Contract:	Freelance services contract, fixed term
How To Apply:	Send your CV to hr.qatar@match-hospitality.com with subject line "Catering Marketing Officer position"
Key requirements:	<ul style="list-style-type: none"> - Arabic native speaker - Graphic design qualification/experience

External Relationships:	Catering Service Providers, Sub-contractors, Material Suppliers, Design agencies
Internal Relationships:	Catering team, Marketing team, IT team, Affiliates Programme team, VIP Programme team

Job Summary:	<p>MATCH Hospitality require 900 menus, plus 4500 buffet labels and some additional signage to be proofread, copywritten, translated in Arabic and transcribed on predesigned menu templates ready for printing.</p> <p>MATCH Hospitality are seeking a marketing and graphic design professional to join our team for a short-term project for the FIFA World Cup Qatar 2022™. The candidate will work closely with the MATCH Hospitality team based in the Doha Head Office and be required to work throughout the course of the Menu fulfilment project.</p> <p>The Catering Marketing Officer will have a keen eye for design to ensure the menus are aesthetically pleasing by modifying the template where appropriate to fit the menu length, style and design. Strong communication with multiple internal departments and external suppliers where necessary (printing, sample production, logistics) are essential in the sign off process.</p> <p>The candidate will also be responsible for translating the aforementioned menu copy into Arabic, preferably in local Qatari Arabic dialect while working on several documents at once, managing all document version controls and providing weekly reporting to senior management within the Catering department.</p>
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Key Accountabilities – Planning Phase	
Menu Copywriting:	<ul style="list-style-type: none"> • Research terminology, language, and subject matter to ascertain the most appropriate content • Validates content that is compelling, effective, translatable and works in harmony with menu templates and design. • Onboard MATCH Hospitality brand standards and ensure that all menus follow these guidelines • Capture the tone, length, and quality required from briefs that resonates with our guests • Proofread English language content for online and printed menus and other catering marketing materials • Correction of spelling, punctuation, semantic and stylistic errors in menus and other catering marketing materials • Transfer of menu copy from 'menu by match' template to existing menu design template

Menu Translation:

- Translate, edit and proofread written menu content into local Qatari Arabic dialect
- Knowledge of the structure and content of the desired language including meaning and spelling of words, rules of composition and grammar
- Ensure consistency and quality across all menu's
- Ability to transfer style, tone, and cultural elements accurately from English to Arabic
- Understanding of all styles, forms of speech and strong sensitivity to cultural references.
- Complete the translation, implementation and sign off process for up to 900 menus

Menu Design and Fulfilment:

- Work independently but alongside Marketing Manager to execute menu content approval and Coordinate with multiple stakeholders
- Drive the successful completion of the menu design by creating materials for both digital and print applications for customer facing content
- Become the main point of contact and coordinate from development to production all menus and other catering marketing materials, such as allergen cards, signage, buffet cards, others.
- Work with local printer on collateral needs for approved menu material
- Menu editing including but not limited to retouching/clean up, post editing, manipulation etc.
- Collaborate with internal teams to ensure menu content is consistent across all MH products
- Provide creative input, ideas and concepts to support the overall marketing and brand development across all menus
- Utilize InDesign, Adobe Photoshop and other programs to develop or edit menu content into MATCH designed templates in both English and Arabic
- Upload menus to web pages as required

General

- The candidate will act in compliance with MATCH Hospitality contract terms, policies and procedures
- Due to the nature of the business, you will be required to work long hours and at weekends as required
- Must have Apple Mac laptop/desktop PC, with all associated software and licenses installed
- This is an evolving position that will develop over time. The nature of these events is such that it may be necessary to amend or add to your responsibilities as we get closer to the event and you may be required to perform any task that is allocated to you, specific to the projects at hand.

Knowledge, Skills and Experience**Essential Experience:**

- Degree in Graphic Arts, Graphic Design or Marketing Communications, or with equivalent work experience (4+ years)
- Excellent layout and design skills with an understanding of typography and imagery, and experienced in working with pre-established design templates
- Experience of international event administration or marketing
- Experience in working in a multi-cultural organisation and with international stakeholders

Essential Skills:

- Ability to work calmly under pressure and meet multiple deadlines
- Fluent in both written and spoken Arabic and English, proven linguistic skills
- Proficient on Adobe: InDesign, Photoshop, and Illustrator
- Creative writing and Typography skills
- Meticulous attention to detail
- Flexible in a constantly evolving environment with good proactive problem-solving skills
- Strong project management and time management skills
- Strong administration and IT skills including Microsoft Office and Cloud based Programmes (Office 365: SharePoint experience a plus)
- Experienced in proofreading to create clear, concise and grammatically correct English copy

- Experience working with brand guidelines
- Ability to understand and extract relevant data and information from large spreadsheets
- Strong verbal and written communications skills
- Creative thinker

Desirable:

- Relevant University/ College Degree strongly desired
- Graphic designer degree or relevant design qualification
- Experience in menu writing
- Web content management experience
- Experience of working in Qatar or GCC region
- Qualifications in Food Safety (CIEH), Culinary and or Food Technology
- Minimum 5 years of experience in large scale international sport events preferably in the field of Hospitality Catering Operations

If this seems like the perfect job for you, we would love to hear from you!

Please send us your CV with an accompanying cover letter to
hr.qatar@match-hospitality.com
with subject line “**Catering Marketing Officer**”

The applications without a cover letter will not be considered

**The role is based in Qatar*