

# Position Specification

## Marketing Project Controller



**Location:** Riyadh - HQ

**Reports to:** Director – Strategic Marketing

Qiddiya will be the Kingdom of Saudi Arabia's pre-eminent entertainment destination.

Backed by the Saudi Public Investment Fund (PIF), Qiddiya will provide a range of entertainment, sporting and cultural facilities, and will be built 40km from downtown Riyadh. It will cover a total area of 334 km<sup>2</sup>, with Phase 1 expected to be launched in 2022.

Qiddiya is formed of three distinct entities:

**Qiddiya Holding Company (QHC):** A wholly owned subsidiary of PIF, this holding company is responsible for maintaining and managing all Qiddiya investments and for the overall development and expansion of the Qiddiya brand.

**Qiddiya Development Company (QDC):** Provides full development and execution services for QHC's investments and portfolio companies.

**Qiddiya Operating Company (QOC):** Responsible for the ownership and day-to-day operations of all individual portfolio companies.

### **Position Summary**

The Project Controller will work across the breadth of Marketing to analyze, report and maintain the relevant project milestones and costings.

As a key interface between the marketing function and the wider business unit, he/she will be a strong relationship builder to opening clear communication channels with internal and external stakeholders. He/she will have a keen eye for detail to evaluate projects at each stage to ensure cost and financial activities are on track whilst providing ongoing recommendations for improvement.

Working closely with the Director of Strategic Marketing, he/she will be the main conduit of information and analytics, preparing update reports and presentations to the relevant senior management team as required.

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### **Key Responsibilities**

#### **Responsibilities include:**

- Internal and external relationship building with key stakeholders
- Inclusion in the scoping of Marketing projects to set financial and deliverable milestones
- Ongoing monitoring of projects and aggregating information for concise presentation and review by senior management.
- Preparation of various project controls plans and reports, financial summaries and related activities for project management purposes.
- Identification of problems and coordinate with the project team to correct and ensure work is being coordinated between the other departments / stakeholders to meet project requirements
- Prepare, coordinate and deliver project controls presentations to internal / external stakeholders as required.

### **Required Skills & Experience**

- Bachelor's degree in Business Administration or similar.
- Minimum of 5 – 8 years' experience in a stakeholder management related position
- Experience in project management environment
- Ability to track, analyse, understand and challenge financial reports and information being proposed.
- Ability to analyse and the decipher information for the purpose of concise reporting
- Development and delivery of presentations to senior management

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### **Personal Characteristics for Success**

- Strong effective communicator in writing, business presentations and in interpersonal communication.
- Highly developed, demonstrated teamwork skills.
- Demonstrates a high degree of confidentiality in interpersonal interaction.
- Exhibits an unusual degree of common sense in working with co-workers and the executive team.
- Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contribution while remaining cost-sensitive.
- Demonstrated ability to see the big picture and provide useful and strategic advice and input across the function.