

United Arab Emirates Jobs Expertini®

Assistant Marketing Manager

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Company: MBC Group

Location: , , United Arab Emirates

Category: other-general

United Arab Emirates Job Identification 19129 Locations Posting Date 03/13/2024, 07:37 AM

Apply Before 04/10/2024, 07:37 AM Job Description Job Objective: Content strategy: You'll

help writing effective value propositions and narratives, research relevant product and competitive information, and leverage consumer insights gained through data and testing.

You'll focused on creating fresh, innovative communication content that sparks connections with our targets. Lead the content ideation process to turn data & insights into stories for

our product and campaigns. Campaign strategy: You'll work with our campaign managers to understand audience, campaign performance data and insights, as well as create user-

centric content journeys. Content creation: Write asset briefs that are aligned to the creative vision and share with content creators & designers. Own content production across channels

and formats: written, video, interactive, etc. Work with and manage creative/editorial

resources to developing original content, managing production timelines, and reviewing assets to deliver on the brief and brand standards (both editorial & visual asset reviews). Keep

production on track and manage consolidating feedbacks and approvals. Measure and monitor all content asset performance in all channels. Conduct A/B tests and make

recommendations for optimizations, killing and extending content based on performance. Studying audience viewing trends, customer feedback, competitor analysis and our

campaign results and evaluate titles for SVOD model for retention & acquisition purposes for Middle East audience. Key responsibilities and accountabilities Strategic insight into the

current video streaming landscape both domestically and globally, with an understanding of and strong opinions on current trends Bachelor's Degree in Communications, Business,

Marketing or a related field. 4+ years' experience in marketing, marketing communications, digital marketing or a related field. Client and/or Agency experience a plus. Proven success in telling compelling stories that have driven business results. Ability to think strategically and creatively. Solid understanding of media & entertainment landscape in MENA. Excellent writing and communication skills in English & Arabic. (Edit, proofread and improve Arabic content Ability to thrive in a fast-paced environment Page Assistant Marketing Manager - MBC

Group Careers loaded

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