

Content and Social Strategy Executive

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Company: Dyson GmbH

Location: , , United Arab Emirates

Category: other-general

Supporting the Senior Digital Marketing Manager to plan, develop and report on quarterly integrated digital marketing activities, focused on growing demand into dyson.co.uk. The Paid Media Exec will work in parallel with the Performance Media Exec to ensure traffic and onsite experience is aligned and working towards shared business objectives. About The Role As the Paid Media Exec, you will be responsible for managing the day-to-day planning, execution and optimisation of our PPC, Programmatic & Paid Social campaigns, working with our media agency. You will work closely with both the Senior Digital Marketing Manager and Category Managers to support the development of integrated quarterly campaigns for the Dyson business. You'll be required to track and report on media activation and status; across channel, audience and creative. You will establish and maintain weekly performance reporting on full funnel Paid Media vs KPI, delivering insight and recommendations to improve performance and scale delivery, collect and analyse data to identify trends and insights to achieve maximum ROAS. You will be able to provide quick wins, through the integration of Performance Media and Analytics data to scale full funnel digital performance. You will find opportunities to deliver against funnel KPIs, and ultimately drive urgency to purchase online at dyson.co.uk. The candidate will have a 2-4 years' experience of managing Paid Search, Social and Programmatic activity to drive ecommerce transactions. Key Responsibilities The role will be 100% focused on building and implementing the social media strategy across all MEA markets, and agreed with George she will be reporting to me going forward. Lead our strategy for the Dyson Arabia and South Africa Facebook, Instagram and TikTok accounts, with a focus on owned activity and paid coordination with

Performance Media Manager. Create a monthly/annual social media calendar including all the posts for owned channels. Regular tracking and analysis for optimisation of account performance. Analyse community and audience engagement on our social channels. Develop and work towards clear KPIs – measure, analyse and react quickly to results. Work with internal and external stakeholders to curate and create engaging content including text, image and video for our owned channels. Shoot and post Live videos and pictures during events. Supervise Social Media Customer Service and be the main point of contact with our customer services to inform them about special dates and promos. Answer comments and questions across all channels. Coordinate with Marketing, PR and Communications teams to ensure brand consistency. Ensure alignment between global direction and local implementation. Coordinate and execute Influencer content and campaigns across all social channels. About You Have proven digital marketing experience (2-4 years) in paid digital media; programmatic, search and social. Constantly looks for opportunities to use data to improve performance. Drives forward digital initiatives to deliver improvements in productivity. Surfaces insights and learnings to share with the business. Builds a good relationship with Google, DoubleClick and Facebook to maximize platform capabilities. Demonstrable strategic & analytical capabilities. Self-starter with lots of initiative. Enjoys working in a fast paced & ever-changing environment. Company Bonus Scheme. Discount on Dyson products. 26 days annual holiday plan. EAP (Employee Assistant Programme). Life Assurance Plan. Health Insurance. Dyson is an equal opportunity employer. We know that great minds don't think alike, and it takes all kinds of minds to make our technology so unique. We welcome applications from all backgrounds and employment decisions are made without regard to race, colour, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other any other dimension of diversity.

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