

Content Marketing Manager Jobs in UAE | British Council

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Company: British Council

Location: , Dubai, United Arab Emirates

Category: sales-and-related

1- Content Marketing Manager

Job: Full Time

Location: Dubai, UAE

Abu Dhabi, UAE

Job Responsibilities:

Adapts and develops content and campaigns across multiple platforms and formats for the regional marketing and comms teams that tells our story to drive sales, engagement, retention and leads.

Supports the localisation of content assets, working with Brand Management and Standards and the Content Localisation Officer to tailor content to ensure regional and cultural relevancy.

Creates campaign and content packs for regional, cluster and country marketing teams and shares these with teams for campaign delivery.

Makes recommendations to line manager on improvements to content going forward based on data and insights.

Job Requirements:

Degree or professional qualification in marketing, communications or business or demonstrable level of equivalent experience

Experience of creating marketing content within a large and complex organisation

Stakeholder engagement

Experience in optimisation of content and landing pages

#J-18808-Ljbffr

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