

United Arab Emirates Jobs Expertini®

Content Strategic Planning and Performance Analytics Specialist

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Company: MBC Group

Location: united arab emirates

Category: other-general

Content Strategic Planning and Performance Analytics Specialist Job Details United Arab Emirates Job Identification 19047 Locations Posting Date 12/20/2023, 10:57 AM Job Description Responsibilities: Support in developing the content strategic plans for all channels/platforms across MBC group in alignment with financial budgets. Detail the content pipeline into measurable objectives and monitor the execution regularly. Gather, analyze, and derive actionable insights from viewership data and market research for both Shahid and TV. Support in developing business cases to enable the content board in making informed decisions during their meetings. Lead on developing performance review reports for specific titles to analyze content performance vs. plan. Manage and maintain content scorecards in collaboration with different departments and extract learnings to support future content investment decisions. Partner with cross functional teams and stakeholders along the content supply chain on all activities. Work with research to deliver market insights and analytical dashboards to support content assessment. Requirements: University/Bachelor's degree in a related subject – e.g., Data Science, Statistics, Finance, Business, etc. 5+ years of professional experience in data analysis in the context of content, media, production, or other related industries. Language: Bi-lingual is preferred (English and Arabic). Understanding of the media and entertainment industry, content lifecycle. Analytical skills, including data analysis and problem solving. Proficiency in data analysis tools and techniques. Written and oral communication skills. Collaborative and strong people skills. Proficiency in Microsoft office tools, Power BI is a plus. Unfortunately, due to the high number of responses we receive we are unable to provide feedback to all applicants. If you have not been contacted within 5-7

days, please assume that at this stage your application has been unsuccessful. We are seeking a talented Digital Content Producer to join our team. The ideal candidate should have a Bachelor's degree in Digital Content Production, Media, or a relevant field along with a minimum of 2 years experience in digital content creation. The role involves producing creative social media content, managing various social media channels, transforming TV and radio content into social media content, and analyzing social media account performance to enhance results. The successful candidate should have good technical knowledge of editing and motion graphics using Adobe Premiere, After Effects, and Photoshop, good filming skills with mobile devices, and knowledge of social media tools. Good communication skills, the ability to work under pressure and meet deadlines, and availability to work on weekends or late shifts are also essential. If you are a creative and driven individual who is passionate about producing engaging digital content, we would love to hear from you!

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