

# United Arab Emirates Jobs Expertini®

## Content Writing Specialist

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Company: Skills Hub Recruitment Solutions

Location: abu dhabi

Category: other-general

Job Title: Content Writing Specialist Job Type: Permanent Job Location: Abu Dhabi UAE Job Description: Content Creation: Create engaging and relevant content in English and Arabic for various digital platforms including blogs social media websites and email marketing campaigns. Content presentation skills you should be able to determine how content should be packaged for new and existing consumers to induce them to take business actions. Content delivery skills you determine the best distribution channel to deliver content to your audience. Ensure content aligns with the brands tone voice and messaging guidelines. Conduct keyword research to optimize content for SEO. Social Media Management: Content Strategy: Develop and execute a comprehensive social media content strategy to promote brand awareness engage our target audience and drive traffic to our digital platforms. Content Creation: Create engaging and visually appealing content including but not limited to posts images videos and stories that align with our brand identity and resonate with our audience. Community Engagement: Monitor social media channels respond to comments and messages and foster positive interactions with our followers while maintaining our brands voice. Analytics and Reporting: Track and analyze key social media metrics to evaluate the effectiveness of campaigns and make data driven recommendations for improvements. Campaign Management: Plan and execute paid social media advertising campaigns to increase reach and conversions ensuring cost effective results. Stay Current: Stay updated on the latest social media trends tools and best practices to keep our strategy innovative and effective. Develop and implement effective social media marketing strategies across platforms like Facebook Instagram Twitter LinkedIn

etc. Create and schedule social media posts graphics and videos. Monitor and analyze social media performance using analytics tools to make data driven improvements. Account Handling: Serve as the primary point of contact for assigned clients fostering positive relationships. Understand client goals and objectives and develop customized digital marketing strategies to meet them. Regularly communicate with clients providing updates reports and recommendations. Collaborating with PR and marketing departments to brainstorm and develop a variety of marketing materials. Digital Marketing Strategy: You need excellent copywriting skills to be able to plan direct design and edit content that gets results. Collaborate with the team to develop comprehensive digital marketing plans for clients. Stay updated on industry trends emerging technologies and best practices to incorporate into strategies. Analytics and Reporting: You will conduct thorough audits to determine what content should be kept edited rewritten and more Good analytical abilities to spot patterns and trends in content marketing data Team building skills Monitor and analyze campaign performance metrics and generate insightful reports for clients. Use data to optimize marketing strategies and improve ROI. Budget Management: Manage digital marketing budgets effectively ensuring efficient allocation of resources. Business Development: Market Research: Conduct thorough market research to identify potential business opportunities target markets and industry trends. Prospecting: Build and maintain a pipeline of prospective clients or partners through networking cold calling and outreach efforts. Relationship Building: Cultivate and maintain strong relationships with existing and potential clients or partners to understand their needs and propose tailored solutions. Proposal Development: Prepare and present compelling business proposals and presentations that effectively communicate our value proposition. Negotiation: Negotiate terms pricing and contracts with clients or partners to secure new business opportunities. Revenue Growth: Set and achieve business development targets and contribute to the overall revenue growth of the company. Qualifications: Bachelors degree in Marketing Communications or a related field. Experience required: 02 to 04 Years. Language proficiency: Candidate should be fluent in Spoken and written English and Arabic. Strong written and verbal communication skills in both English and Arabic. Proven experience in content creation and digital marketing. Familiarity with social media platforms and advertising. Business Development Experience preferred. Knowledge of SEO best practices. Excellent client relationship management skills. Strong analytical and problemsolving abilities. Proficiency in digital marketing tools and analytics platforms. Creativity and a passion for staying uptodate with industry

trends. Experience in an Advertising/Marketing Agency is not required but it has an added advantage. Writing clear and error-free content for a website that reflects the company's voice. Skills Hub is an online recruitment portal based in Abu Dhabi. Skills Hub is your one-stop shop for job searching success. With our advanced algorithms and personalized job-matching technology we take the stress out of the job search process allowing you to focus on what matters putting your skills to work. The actual job-hunting process is overwhelming. So why wait? Let Skills Hub do the job search for you and take the first step toward your career goals today! Whether you're a recent graduate, a seasoned professional, or somewhere in between, our platform connects you with top employers and helps you land the job of your dreams. Job seekers go through the process of researching companies, finding jobs, writing resumes, and completing applications. However, with Skills Hub, you can access many open positions, including those that have yet to be announced or advertised on job boards or other locations. Remote Work : No

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