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Digital Editor Jobs In Dubai | ITP Media Group

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Company: ITP Media Group

Location: dubai

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ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Arabian Business, Construction Week Middle East, Oil & Gas Middle East, and Time Out Dubai.
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Responsibilities Responsible for web traffic. Simple.

In conjunction with Time Out Dubai editor-in-chief, develop strategy for web and ensure audience targets are met

Plan, write, commission, edit and proof high-quality content for web, including writing and optimising for SEO

Analyse the performance of digital content and manage a digital calendar in response to the data

Drive the news agenda, secure off-diary news and exclusives, create conversation starters and develop inspirational content to drive new audiences to Time Out

Regularly check and track evergreen, long-form content and manage and create seasonal, pillar content

Produce and present regular reports.

Implement the Time Out Dubai social media strategy, in partnership with the Time Out Dubai Social Media Editor. Apply Also Assistant Buyer – Cosmetics Jobs in Dubai | GMGG Requirement Fluent in web analytics software (Google Analytics 4, Chartbeat, Parse.ly, CrowdTangle, etc).

Skilled headline writer and editor, with a knack for snappy, clickable, scroll-stopping copy. Ability to produce flawless editorial copy, filled with personality but with search optimisation front-of-mind.

Excellent grasp and understanding of SEO best practice.

Data-driven, but understands that brand longevity wins every time.

Highest standard of accuracy and attention to detail.

Strong understanding of media law and industry ethics.

Excellent organisational skills and ability to prioritise accordingly. Apply Also NBF Careers National Bank of Fujairah Jobs 2023 in Dubai

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