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Digital Marketing Executive Jobs in Dubai UAE | ENOC Careers

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Company: Emirates National Oil Company

Location: Dubai

Category: sales-and-related

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Description:

Digital Marketing Executives are generally responsible for planning, developing, implementing and managing the overall digital marketing strategy. In addition, they are responsible for managing, guiding and training digital marketers and other marketing positions in the team.

Job Responsibilities

Support the Marketing and Communications Manager in strategy development to formulate and enhance the digital strategy of all retail brands including ENOC Retail, ZOOM, AutoPro, Tasjeel and Paavos Pizza.

Develop, manage and execute all digital marketing campaigns through a broader scale of channels including but not limited to SEO/SEM, marketing database, email, social media and display advertising campaigns for all retail brands.

Ensure press releases are shared internally through intranet, portal and ENOC connect, e-newsletter for internal Comms

Job Requirements

College Degree or equivalent preferably in Mass Communications, Marketing or

Advertising

3 years' experience in a similar capacity, preferably in the retail industry

Excellent knowledge on Social Media Marketing and Digital Marketing

Knowledge of SEO and web traffic metrics

Strong understanding of current online marketing concepts, strategy and best practice

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