

# United Arab Emirates Jobs Expertini®

## Digital Marketing Manager

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Company: LEAD Development

Location: abu dhabi

Category: other-general

We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels. They should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Key Duties and Responsibilities: Manages JIIC's social media campaigns in coordination with our appointed agencies. Plan, execute and review all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns. Brainstorm new and creative growth strategies. Plan, execute, and measure experiments and conversion tests. Collaborate with internal teams to create landing pages and optimize user experience. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. Instrument conversion points and optimize user funnels. Brainstorm campaign ideas. Run, monitor and optimise campaigns on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, etc and other tools such as programmatic. Proficiency in Google Ads and Analytics. Review and develop the campaigns and social media content. Work diligently in growing our leads generation performance. Understand the overall concept of the company, including the brand, customer, product goals, and all other aspects of service. Provide suggestions to management for improving customer experience on social platforms and internal processes. Create performance reports. Requirements: BS/MS degree in marketing or a related field. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns. Highly creative with experience in identifying target audiences and devising digital campaigns that

engage, inform and motivate  
Experience in optimizing landing pages and user funnels  
Experience with A/B and multivariate experiments  
Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)  
Experience in setting up and optimizing Google Ad campaigns  
Experience in using design and editing software (Illustrator, Photoshop, InDesign, Final Cut Pro, etc.)  
Experience with a content management system  
Proficiency in both Arabic & English along with excellent writing skills  
Strong verbal as well as written communication skills  
Exceptional time-management and organizational skills  
An analytical mind with a problem-solving attitude

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