

United Arab Emirates Jobs Expertini®

Digital Marketing Manager Job in Dubai, United Arab Emirates | Informar Markets Job in 2022

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Company: Informar Markets

Location: , , United Arab Emirates

Category: sales-and-related

Description:

Your curiosity and sharp insights will help you pave the way in this newly created role within one of Informa Market's most successful groups. A strong stakeholder manager, the digital marketing manager must work closely with brand-aligned marketers to consistently improve results for web traffic engagement, leads and conversion. To contribute to the overall success of the tech marketing team through effective digital marketing strategies and successful implementation. The candidate should have experience of marketing automation technologies and be accustomed to delivering in a fast-paced, dynamic environment.

Job Responsibilities:

Ownership and accountability for digital marketing strategy, including planning, implementation, management, and optimisation for both inbound and outbound marketing campaigns

Work with the marketing team to plan marketing campaigns to meet strategic objectives – visitor attendance, exhibitor acquisition,

Monitor operational implementation plans and ensure adherence to deadlines (including Drop Schedules, Gantt charts, Time & Action Plans, Content Calendars, Budget Trackers)

Assist marketing managers with the development of marketing budgets in line with plans and ensure digital elements of budget trackers are up to date

Delivers on strategic KPIs by driving online traffic, leads and conversions with the ability to present these ongoing results in regular updates

Understands our visitor and exhibitors' digital behaviour, through continual testing and reporting on channel and campaign performance, in order to optimise plans. This will include using Adobe Analytics, Google Analytics and other third-party platforms to spot issues and opportunities

Benchmarks and sets new KPI targets to measure and elevate the performance of your digital marketing campaigns

Work with our supporting agencies to develop the strategy and setup of all paid campaigns

Measure and optimize our paid marketing using vendor-specific dashboards, Google Analytics, and marketing analytics reports

Identifies evolving SEO practices and collaborates with internal stakeholders and external agencies to develop new cutting-edge digital campaigns

Develops new and creative organic search growth strategies for each stage of a customer lifecycle, in accordance to the unique digital trends and platforms of various international markets

Collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms

Manage and improve organic search engine performance and goal-setting based on clickthrough rates, traffic, and conversions

Design and implementation of testing and optimisation strategies (including A/B testing, landing pages and CTA's)

Monitor campaign performances by producing relevant and timely reports

Recommend changes to campaign execution based on data insights

Identify trends and insights, and optimize spend and performance based on the insights

Share relevant insights with wider marketing team and senior management to drive revenues or pursue new opportunities

Travel to events as needed

Special projects as needed

Job Requirements:

Background Knowledge, Skills & Experience

Thorough understanding of the digital eco-system with experience of digital (PPC, SEO, SEM, online advertising, social media,)

An analytical mind and interest in using data to optimize/scale content marketing strategies and tactics

Deadline and target driven

Experience of working in a pressurised environment

Excellent verbal and written communication skills

Proficient in the use of MS Office including intermediate/advanced PowerPoint, Word and Excel

Experience of marketing analytics and reporting platforms (Google Analytics/Adobe or others)

Excellent organizational skills to work independently and manage projects with many moving parts

Technology savvy. Able to quickly adopt and work with new technology solutions

Building relationships with partners and stakeholders

Desirable

Past experience with email marketing, lead nurturing, marketing automation, and web analytics.

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Excellent understanding of email marketing concepts and metrics such as Sender Score, deliverability, and sender reputation

Proficiency in email marketing and marketing automation technology

Highly analytical and able to derive meaning from data through A/B testing and email optimization

Experience of using marketing automation technology (preferably Eloqua)

Experience of working with CMS platforms (but coding knowledge not required)

Formal business/marketing higher education qualification

Experience using Eloqua and/or Adobe Experience Manager

Events marketing experience

Additional Information

The opportunity to be part of an important initiative at Informa Markets EMEA, working with a high-calibre cross functional team of experienced professionals. We operate in a culture of respect of ideas, love of marketing and drive to succeed. Our work from home policy is flexible, with 3 days in the office, and 2 days work from home.

You are entitled to 25 days' paid holiday per year

Balanced working, flexible working hours

Comprehensive Mental Well-being support through our Employee Assistance Programme

Learning & Development – Our Learning team supports year-round development with face-to-face training, access to LinkedIn Learning

Long term career development opportunities

#J-18808-Ljbffr

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