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Live Streaming Department – Social Media Specialist Jobs In Dubai | Talent Pal

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TikTok is the leading destination for short-form mobile video with millions of loyal users globally. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, Tokyo and Sydney.

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Responsibilities:

Build a fun and positive brand identity and increase TikTok LIVE awareness.

Develop and execute a comprehensive social media strategy that aligns with TikTok LIVE's goals and objectives.

Develop social media content plans that are consistent with the company's brand identity.

Come up with content ideas for social media videos and create creative and original captions for social media posts.

Ensure all social media creatives are aligned with the brand guidelines.

Maintain a consistent tone of voice for TikTok LIVE across all social media content.

Collaborate with copywriters and designers to create informative and appealing content.

Plan campaigns and boosted content.

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Requirements:

Bachelor's degree in a related field (communications, media, digital marketing, etc.).

3+ years of experience in live streaming , content safety in a digital media or social media platform.

Strong understanding of social media platforms and trends, particularly TikTok.

Ability to analyze data and metrics to develop insights and inform decisions.

Excellent communication skills, both written and verbal, with the ability to build relationships and collaborate with cross-functional teams.

Ability to multitask and prioritize in a fast-paced environment.

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