

# United Arab Emirates Jobs Expertini®

## Marketing Executive – United Arab Emirates

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Company: Fluid Codes

Location: , , United Arab Emirates

Category: sales-and-related

Marketing Executive – United Arab Emirates Fluid Codes is looking for an experienced Marketing Executive to assist in the planning, execution, and optimization of our online marketing efforts. The promotion of products and services through digital channels is a complex procedure with great potential which becomes increasingly useful for companies such as ours. The ideal candidate will have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing revenue. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaign.

**Job Description** As a Marketing Executive, you will;

- Develop and manage digital marketing campaigns.
- Oversee a social media strategy.
- Manage and maintain the organization's website(s).
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Track and analyze website traffic flow and provide regular internal reports.
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time, or improving conversion
- Continually work on the Search Engine Optimization (SEO) of the website.
- Fix any errors or bugs in online content.
- Edit and post videos, podcasts, and audio/video content to online sites.
- Arrange webinars and webcasts.
- Create online banner adverts and oversee pay per click (PPC) ad management.
- Provide creative ideas and write copy for email marketing campaigns.
- Identify new trends in digital marketing, evaluate new technologies, and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Work on printed material to supplement online products.
- Attend product launches and networking events.
- Maintain partnerships with media agencies and

vendors. Acquire insight into online marketing trends and keep strategies up-to-date. Key Skills / Requirements Excellent understanding of digital marketing concepts and best practices. Experience with B2C social media, Google Adwords and email campaigns, and SEO/SEM. Perfect knowledge of web analytics tools (e.g. Google Analytics). Editing and writing skills: You need to devise and edit content for various digital platforms such as LinkedIn and Twitter. Writing blog posts or articles on the company website may well be an integral part of the job. Video editing skills: Website and social media content will not just be text but frequently visual as well. You need to have experience in video editing tools. Project management skills: You need to be good at handling time-sensitive projects and working to deadlines. Qualifications An undergraduate degree in computer applications and/or marketing (or a professional marketing qualification). Experience Proven experience of between one and three years as a Marketing Executive or similar role. The job is an office-based but as a digital marketing executive, you are expected to attend networking events, trade shows, and launches, often demonstrating products. (!) We will only review resumes with detailed cover letters. Job Title Marketing Executive – United Arab Emirates Accelerate your digital transformation with engineering simulation solution Founded in 1997, Fluid Codes is an Ansys Elite Channel Partner serving the needs of the engineering community in the Middle East & Africa. Copyright 1997-2023. All Rights Reserved.

#J-18808-Ljbffr

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