

United Arab Emirates Jobs Expertini®

Marketing & PR Associate

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Company: Atelier House Hospitality – Dubai

Location: united arab emirates

Category: other-general

Job Title: Marketing & PR Associate

Experience Level: 1-2 years relevant experience

Key Responsibilities:

- Manage and grow digital marketing channels, including social media platforms and review sites.
- Optimize SEO and SEM across brands to maximize online visibility.
- Develop and execute targeted marketing and PR strategies.
- Analyze digital marketing campaigns and report on key metrics.
- Collaborate with teams to create compelling landing pages and marketing materials.
- Maintain a cohesive social media presence, manage profiles, and engage with our community.
- Interpret market trends and translate them into actionable insights.
- Identify and optimize customer conversion and retention funnels.
- Uphold best digital marketing practices on behalf of Atelier House Hospitality.
- Generate creative written content, including concept notes and campaign taglines.
- Plan and oversee content strategies and editorial calendars.
- Assist with daily marketing operations and administrative tasks.
- Conduct market research to explore new marketing avenues.
- Coordinate special events and assist in organizing promotional activities.
- Partner with photographers/videographers to produce high-quality visual content.
- Keep records of marketing metrics and past campaign outcomes.

- Monitor and respond to competitors' marketing initiatives.
- Ensure the execution of shoots aligns with the brand's vision.
- Create content grids and get approvals from leadership.
- Draft and schedule social media captions according to the content calendar.
- Compile monthly analytics reports to evaluate social media performance.
- Community management
- Track and amplify coverage from influencers and media personalities.
- Manage influencer and media relations, including invitation coordination and event bookings.
- Create and share engaging stories to highlight offers, menu items, and brand news.
- Collaborate with internal teams to align marketing and PR initiatives with business objectives.
- Develop marketing presentations, PR strategies, and social media plans.
- Craft press releases, concept notes, website content, and professional profiles.
- Coordinate with restaurant teams for event management and seasonal content creation.
- Design marketing creatives using tools like Canva.

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