

United Arab Emirates Jobs Expertini®

Marketing Specialist, UAE Marketing

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Company: Flylandexpress

Location: united arab emirates

Category: other-general

Jobs Description Marketing Specialist, UAE Marketing

About FlylandExpress
Flylandexpress is a leading B2B Digital Marketplace Bridging the gap between African Farmers and oversea Buyers. It enables international buyers to access and purchase excellent & quality agriculture products faster and safer with total and transparent assurance about the origin, the quality, and end-to-end traceability from African countries.

About The Role
FlylandExpress is looking for an efficient and analytical Marketing Specialist to join UAE Marketing Team. The team plays a critical role in FlylandExpress's ongoing growth by executing and managing the social media ecosystem of FlylandExpress in the UAE market. The Marketing Specialist will be responsible for coordinating and collaborating with both internal and external teams to ensure a successful communication launch. The Marketing Team also fosters a great learning environment. You will be able to learn and grow by working closely with experts from a variety of backgrounds from all over the world.

Some typical activities that you will support are:

- Test, measure, and decide:** you will think, plan and collaborate on new test ideas to improve customer engagement, business results, and system performance
- Cross-team collaboration:** we are the voice of Flyland to the customers and there are many teams with something to say. You will work with them to understand the goal, design the communication, launch the campaign, and measure the results
- Campaign/communication execution:** our team manages multiple social media channels and products, and we are always looking for more. You will take ownership of some of those and maintain, monitor, optimize them and, possibly, help us create new ones

In this role, you'll get to:

- Learn:** From understanding how to improve and streamline the execution to learning technical concepts

and details necessary to realize sophisticated ideas, we will help you become super-efficient and super-effective

Deliver value: our biggest constraint is not coming up with new ideas but managing to launch and test always more of them. By helping us with that you will effectively become a multiplier for our team's results

Test: prove your ideas by A/B testing changes to any of our communication products. Define your hypothesis, design the framework, launch the campaign, and collect and analyze the results of large-scale, quick delivery tests. Everybody's ideas are welcome and yours are no different.

What you'll need to succeed: 1-2 years' experience in relevant marketing execution jobs

Great work ethic and detail oriented. You will do whatever it takes to deliver a growth mindset effort

Confidence to express an opinion, speak up your ideas, and manage various stakeholders

Willingness and ability to learn. Not just execute, but also see how you can always become more efficient

Excellent command of Chinese languages (Native is a plus)

Good command of the English language, both written and spoken

Experience in Excel / MS office suite is a must

It's great if you have: Bachelor's Degree or higher from top universities in economics, statistics, engineering, finance, business administration, or marketing subject

Background experience in UAE media

Experience with basic SQL is a plus

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