

United Arab Emirates Jobs Expertini®

Marketing Specialist - UAE

Apply Now

Company: Muzz

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

UAE (Remote - you must reside in UAE)

AED 180,000-230,000 pa + equity

Did you see one of our viral campaigns such as FindMalikAWife.com Maybe you have friends who (like 500,000 others) got married thanks to Muzz Whatever brought you here, now's the perfect time to join a team that's on its way to becoming the first billion-dollar Muslim app. We're looking for an ambitious marketer **who is fluent in Arabic and English** to join the team, and take us to the next level.

We're looking for

This role is perfect for someone who's had 4-6+ years of marketing experience at a startup or fast-paced consumer business in UAE

Someone who is a local and grown up in UAE

We need a marketing generalist who can work well across the entire marketing funnel

Ideally you have a strong understanding of Muslim cultures and what challenges/opportunities there might be marketing to this audience

Someone who will help us growth both our national and expat userbase

A creative thinker - you're brimming with ideas and not afraid of testing them

Someone confident with using data to make decisions, always asking 'why are we doing this and how can we do it better'

A great storyteller who will proudly be the face of Muzz in UAE

Day to day

You will be our point person for UAE - we'll rely on you to understand the market, how we can grow there, and even how we can improve our app

This might mean running focus groups on Monday, creating social and digital ad content on Wednesday, and attending events on Fridays

You will have an understanding of how to liaise with government or cultural agencies to best approach marketing in the region

To make this happen you'll work closely with the wider teams in UK and with other Marketing Specialist who manage marketing in our key countries

You will also manage and mentor junior marketing team members who will help execute your ideas

Requirements

4-6+ years marketing experience in the UAE

Fluent in written and spoken Arabic and English

Marketing experience in fast-paced consumer tech or consumer brands

Must be able to travel at least once every 1-2 months

Proven track record showing you understand how brands can be effective IRL and online

A strong understanding of Muslim culture and the Muslim scene - either lived or learned

Good project management and communication skills. You'll need to work with teams across multiple timezones

You are authorised to work in the country without sponsorship from Muzz

Bonus: You can also fluently speak German, French, or Turkish

Bonus: Examples of work involving government agencies / cultural ministries in KSA or UAE

Why Muzz

Generous Holiday / PTO: All full-time members get at least 33 days of holiday, regardless of where they live.

A great product: We're the leading app in this space with over 9 million members worldwide and counting!

Level up quickly: Work with talented, generous people on the kinds of challenges you'll be proud to share.

A diverse team: We have people from all walks of life all adding their unique perspective. Muslims and non-Muslims, cat lovers and dog lovers. Everyone is welcome!

Meaningful equity: We're all working together to succeed and everyone on the team gets a slice of the pie.

International travel: We fly the whole team to somewhere amazing twice a year to connect and have fun.

Regular socials: Mini golf, hikes, super competitive Catan nights - we've done it all. Maybe you'll be at the next social

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