

Meta Ads Specialist

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Company: YEE AU CARRÉ

Location: Dubai

Category: other-general

We are hiring a Meta Ads Specialist probably for Night Shift

Salary Range: AED 3,000 – 6,000

Job Description: Meta Ads Specialist

Position Overview:

We are seeking a talented and experienced Meta Ads Specialist to join our dynamic marketing team. The ideal candidate will be responsible for planning, implementing, and optimizing advertising campaigns across various Meta platforms, including Facebook, Instagram, Messenger, and Audience Network. As a Meta Ads Specialist, you will play a crucial role in driving user acquisition, engagement, and retention through targeted and compelling advertising strategies.

Responsibilities:

Develop and execute comprehensive advertising strategies on Meta platforms to achieve marketing objectives, such as increasing brand awareness, driving website traffic, and boosting conversions.

Conduct thorough audience research and utilize targeting options to reach specific demographics, interests, and behaviors.

Create engaging ad creatives, including images, videos, and copy, tailored to different audience segments and ad formats.

Monitor ad performance closely, analyze key metrics, and optimize campaigns to maximize return on investment (ROI) and achieve KPIs.

Implement A/B testing methodologies to continuously improve ad performance and identify winning variations.

Stay updated on industry trends, platform updates, and best practices for Meta advertising, and integrate new features and strategies into campaigns.

Collaborate with cross-functional teams, including design, content, and analytics, to ensure alignment of advertising initiatives with overall marketing objectives.

Provide regular reports and insights on campaign performance, including recommendations for optimizations and future strategies.

Stay informed about advertising policies and guidelines on Meta platforms and ensure compliance with all regulations.

Qualifications:

Min 2 years of Experience

Bachelor's degree in Marketing, Advertising, Communications, or related field.

Proven experience managing advertising campaigns on Meta platforms, with a strong understanding of Facebook Ads Manager and other ad management tools.

Demonstrated ability to drive results through targeted audience segmentation, creative optimization, and performance analysis.

Proficiency in analyzing data and metrics to derive actionable insights and optimize campaign performance.

Strong communication skills with the ability to articulate ideas, present findings, and collaborate effectively with team members.

Detail-oriented mindset with a focus on accuracy and quality in campaign setup and performance tracking.

Ability to thrive in a fast-paced environment, prioritize tasks effectively, and adapt to evolving priorities and challenges.

Certification in Facebook Blueprint or other relevant advertising certifications is a plus.

Experience with other digital advertising platforms (Google Ads, LinkedIn Ads, etc.) is desirable.

Location:

This position is based at (Dubai), with the possibility of remote work.

Benefits:

Employment Visa: DMCC Free Zone

Medical Insurance

Night Allowance

Timing: 8 pm – 5 pm / 9 pm – 6 pm as per requirement.

How to Apply:

Interested candidates should submit their resume and a cover letter detailing their relevant experience and qualifications to careers@yeeaucarretech.com. Please include “Meta Ads Specialist Application” in the subject line.

Please apply only if you have the above Experience & Qualification

Industry

Technology, Information and Media

Employment Type

#J-18808-Ljbffr

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