

Paid Social Manager Jobs in UAE | Alshaya Careers 2022

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Company: Alshaya Group

Location: , , United Arab Emirates

Category: sales-and-related

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Description

Responsible for Paid Social online marketing planning, spend and performance working with internal/external digital marketing teams to execute and optimize the Paid Social channel budget and online marketing campaigns for all web store transactional sites in MENA.

Responsibilities:

Defines the Paid Social channel strategy for evolving the channel performance and post impression ROAS.

Continuously identify opportunities to further improve channel and campaign efficiency

Work with analytics team to analyze results, identifying actionable opportunities (targeting, optimization, creative direction, etc.) to improve performance and scale

Define and implement an efficient operational process for the briefing and creation of digital assets for campaigns and necessary host brand / CMD approvals where necessary.

Will manage Paid Social budget allocation and planning for all transactional web store brands and markets in MENA.

Requirements:

3+ years in Social Media digital marketing, with a proven track record of managing and executing world class engaging paid social campaigns focused on omnichannel awareness as well as lead and customer acquisition across retail verticals.

Will have performance managed Paid Social media channel for at least 3 years, with direct budget and performance responsibilities for multiple accounts.

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