

Paid Social Officer

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Company: Tiger Recruitment

Location: dubai

Category: other-general

The job posting is outdated and position may be filled• Plan and execute marketing campaigns across eCommerce Paid Social channels as per each brand campaign plan and working with Senior Performance Managers and brand partners, to best reach, engage and convert customers and deliver the P&L• Continuously review and optimise all aspects of campaign performance to improve channel KPIs including but not limited to CPC, CPS, CPO and ROI• Work with the design team, content, brand team, other internal stakeholders, and external partners, to create engaging advertising copy and content to improve the customer experience and media performance via CTR and other marketing metrics• Lead on quality control across all Paid Social activity including but not limited to the pre-launch review of campaigns and content• Carry out regular post campaign reviews with internal and external partners to understand the key drivers of performance and to identify areas for improvement.Growth• Support the continuous growth of The Organisations eCommerce through the acquisition of new customers and the delivery of revenue• Tirelessly develop and evolve our Paid Social strategy and capabilities, including the testing of new digital marketing products, new creative opportunities and the review of media partners, to improve commercial performance, customer experience, and the profile of the team and channel• Work with our MarComm counterparts in the brand planning and strategy team to execute fully aligned 'full funnel' marketing campaigns and drive incremental, mutual benefit from our collaboration across Brand and eCommerce Influencer teams• Support the launch of the Aura loyalty program to increase customer retention and lifetime value• Explore new ideas and innovations across the Performance & Online Marketing

team, to create new customer experiences and growth opportunities. Data & Reporting• Develop new marketing channel reporting to improve performance visibility and tactical opportunities inside the Performance & Online Marketing team and marketing transparency outside the team. Disclaimer: Drjobs.ae is only a platform that connects job seekers and employers. Applicants are advised to conduct their own independent research into the credentials of the prospective employer. We always make certain that our clients do not endorse any request for money payments, thus we advise against sharing any personal or bank-related information with any third party. If you suspect fraud or malpractice, please contact us via contact us page. Our goal is to make hiring as easy as possible. We find the right talent for every company, ensuring that each candidate finds a job they enjoy. Dr.Job FZ LLC provides 360-degree AI-powered recruiting and job search solutions. If you are looking for a job and haven't found your chance yet, you can upload your profile on our website and find thousands of opportunities globally! Our platform gives you the flexibility you need to thrive in today's market by allowing you to apply for all different kinds of jobs, whether they are full- or part-time, remote or on-site.

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