

Program Roll-Out Manager Jobs | TikTok Careers Dubai

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Company: TikTok

Location: dubai

Category: other-general

1- Program Roll-Out Manager

Job: Full Time

Location: Dubai, UAE

Description:

The SMB Global Business Marketing team fuels the innovative thinking, creative and campaign solutions that imagine the future of TikTok SMB marketing and inform the efforts of the regional SMB marketing teams. We are creative entrepreneurs at heart, ready to dig in and capitalize on the potential and opportunities of the platform and to share the secrets of success with small businesses.

Job Responsibilities:

Design and oversee the execution of bespoke campaign solutions working in close partnership with Product, Ecosystem and Sales teams.

Collaborate with Global SMB marketing counterparts to pilot new campaign approaches and channel strategies

Evaluate campaign performance and provide reporting on optimization opportunities and learnings that can be scaled across all regions

Evaluate competitor SMB campaigns and report on trends, opportunities and learnings for the Global Business Marketing SMB team.

Job Requirements:

3 to 5 years of experience in a program or project-based role.

A deep understanding of the Small & Medium Businesses industry is needed

Experience within a top tier creative agency, brand creative group or a strategy role within a technology company

Portfolio of work

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