

## Senior Digital Marketing Manager – Starbucks Jobs in UAE

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Company: Alshaya Group

Location: , , United Arab Emirates

Category: sales-and-related

Senior Digital Marketing Manager – Starbucks Jobs in UAE

Description:

We are looking for an experienced and energetic Senior Manager to lead the Digital Customer Experience & Content team for Starbucks MENA and oversee our portfolio of platforms and channels at a regional and market level. The ideal candidate will combine creative excellence with commercial acumen to create experiences that delight our customers and drive top-line growth for our business.

Responsibilities:

Ensuring that the experiences we create for our customers online are grounded in relevant customer insights, and coaching the team to help them translate data and insights into marketing activities

Managing the Starbucks MENA website, including our CMS, and driving continuous improvement by evaluating key metrics (landing page impressions, conversion to retail channels, etc.)

Requirements:

Over 10 years of digital marketing experience, with 7 years of experience creating and managing customer/ user experiences across multiple digital platforms

Over 5 years of experience managing small teams, including coaching and upskilling junior team members

Track record and evidence of delivering customer/ user experiences that consistently outperform vs. business targets and objectives

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