

Senior Marketing Specialist Jobs In Dubai | Smart Education LLC

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Category: other-general

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Data analysis – Analyze web traffic metrics, social media metrics and optimization of content, measure and report all aspects of data quality, email performance, program effectiveness and funnel generation.

Automation and APIs – Research new components, add-ons, processes and automated data services and work with marketing team and IT/vendors to organize marketing automation roadmap.

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Responsibilities

Campaign management – Drive campaigns from planning to execution and beyond to meet key performance metrics. Able to manage projects across multiple channels and then analyze the results.

Lead Gen – Optimize marketing budgets to maximize Cost per Acquisition (CPA) and efficiently scale new customers, initiate lead nurturing and email testing practices to achieve optimum results.

Paid social – Allocate budgets, analyze and recommend modifications to strategy and budget.

Customer engagement – Test new channels and trends.

A/B Testing – Collaborate with the rest of the team to guide A/B creative tests, incrementality tests, and spend scaling tests on campaigns online and offline to identify what works best.

CRM – Design and deliver email campaigns with the rest of the marketing team, leading on lead and funnel growth.

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Requirement

monitoring Additional knowledge in the below is a plus

CRO – Constantly optimize marketing activities to improve return on investment

Search Engine Marketing – Paid search and SEA

SEO – Technical primarily

Basic UX, HTML and CSS skills Tools – should include but is not restricted to the list below

Google Ads

Google Analytics

Meta Business Suite

Google Search Console and Ahrefs or Semrush

MailChimp, Omnisend, HubSpot, Sendinblue or any well-known email marketing tool

Hootsuite, Tweetdeck, Sprout and Twitter analytics

Canva, Adobe Creative Mastersuite

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