

# United Arab Emirates Jobs Expertini®

## Senior Marketing Specialist with Digital Marketing Expertise

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Company: Versaillesdentalclinic

Location: dubai

Category: other-general

Senior Marketing Specialist with Digital Marketing ExpertiseDubai Healthcare City - Dubai - United Arab EmiratesDubai Healthcare City - Dubai - United Arab Emirates14 days agoDescription We seek a Senior Marketing Specialist with a robust background in AI-driven marketing, content creation, SEO, SEM, and Google Ads, along with a proven track record in the UAE dental market. This role demands a strategic thinker who can integrate advanced digital marketing techniques with traditional marketing principles to enhance our online presence, engage potential patients, and maintain our esteemed reputation in the dental community. Requirements Qualifications: Bachelor's degree in Marketing, Communications, or related field, with a preference for advanced certifications in digital marketing or AI. A minimum of 10 years' experience in SEO and SEA, with a comprehensive portfolio showcasing successful campaigns in the healthcare sector, preferably in dental care. Expertise in AI-driven marketing tools and strategies, with a focus on content generation, market analysis, and campaign management. Exceptional content creation skills, with a flair for producing compelling narratives that engage and inform. In-depth knowledge of the UAE dental market, including consumer trends, regulatory standards, and competitive landscape. Proven ability to innovate and implement high-impact marketing strategies that drive growth and enhance brand reputation. Incentive Program: Yearly/Monthly bonuses TBD by Management upon successful missions What We Offer: A competitive salary and benefits package that reflects your experience and expertise. An opportunity to play a pivotal role in the marketing strategy of a leading dental clinic. A collaborative work environment that values innovation, creativity, and continuous learning. Career development

opportunities in a clinic that is committed to staying at the forefront of dental healthcare.

**Responsibilities** Key Responsibilities: Lead the development and implementation of sophisticated marketing strategies, utilizing AI for market analysis, content creation, and campaign optimization. Craft and execute SEO and SEA strategies with a minimum of 10 years' experience, demonstrating significant improvements in traffic, engagement, and conversion rates. Generate engaging, SEO-optimized content that accurately represents our clinic's services and ethos, using AI tools to ensure relevance and compliance. Oversee comprehensive backlinking campaigns to strengthen our online authority and search rankings. Manage substantial Google Ads campaigns, aligning them with broader marketing objectives to maximize ROI. Utilize deep insights into the UAE dental market to tailor marketing initiatives that resonate with our target demographics. Analyze and interpret marketing data, applying AI and analytical tools to refine strategies and achieve measurable results.

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