

## Senior Officer - Social Media and Website

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Company: Dubai Careers - A Smart Dubai Initiative

Location: Dubai

Category: healthcare-practitioners-and-technical

### Job Description

#### Job Purpose:

The Senior Officer - Social Media and Website is responsible for the development of social media and website content, from start to finish, in line with the Content Plan from the Content Planning Manager. He/she is responsible for sourcing, editing, and posting content across social media platforms in line with the Content Plan, as well as developing social media captions in Arabic and/or English. Additionally, he/she is responsible for sourcing and editing photos and videos for news content, to be used by the Editors in press releases. The Senior Officer - Social Media and Website is also responsible for sourcing, editing, and posting content across websites for GDMO, DPC and Brand Dubai in line with the Content Plan in Arabic and/or English. The role holder is expected to teamwork skills and carry out his/her duties in accordance with the relevant business policies and procedures.

#### General Responsibilities :

Support the Section Head - Content Planning through the execution of content creation for social media and websites, across GDMO, B2B accounts, DPC and Brand Dubai, as well as DG's LinkedIn account.

Work collaboratively with other Social Media and Website, to carry out content planning, content development and execution of campaigns in line with the Communications Plans

### **Social Media and Website Content Planning :**

Assist the Unit Manager - Social Media and Website to identify photo, video, graphic design and animation requirements for social media (GDMO, DPC, Brand Dubai social media accounts as well as DG LinkedIn), identifying whether the content will be created in-house or briefed to an external partner/content creator

Assist the Unit Manager - Social Media and Website to identify photo, video, graphic design and animation requirements for websites (GDMO, DPC and Brand Dubai), identifying whether the content will be created in-house or briefed to an external partner/content creator.

Assist the Unit Manager - Social Media and Website to identify photo, video, graphic design and animation requirements for news (B2B, GDMO, DPC and Brand Dubai).

### **Social Media and Website Content Creation:**

Develop social media content for GDMO, B2B accounts, DPC, Brand Dubai and DG's LinkedIn account, including photos, videos and graphics, using platform-specific formats and editing techniques, making sure that the content produced follows the brand guidelines.

Develop copy for social media captions and/or content (text overlay or text-based posts) in Arabic and/or English (for GDMO, DPC, Brand Dubai social media accounts as well as DG LinkedIn).

Source and edit photos and videos for websites (GDMO, DPC and Brand Dubai) as per the Communications Plan, using website-specific formats and editing techniques, making sure that the content produced follows the brand guidelines.

Develop copy for website content (GDMO, DPC and Brand Dubai) in Arabic and/or English.

Source and edit photos and videos for news content (B2B, GDMO, DPC and Brand Dubai), to be shared with media entities, ensuring formatting is in line with TV/print media as needed.

**Functional Experience :**

A minimum of 3 years of relevant experience in a similar role

**Leadership/Supervisory:**

A minimum of 3 years working in a team

**Education and Qualification Required:**

Bachelor's degree in Communication, or Marketing

**Qualifications**

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Bachelor's degree in Communication, or Marketing

**Job Category**

Media

**Advertiser**

Dubai Government Media Office

**Educational-level**

Bachelor

**Required Nationality**

All Nationalities (Priority for UAE National)

**Monthly Salary**

20001-30000

**Schedule-Time**

Full time

**Job Posting**

05/03/2024

**Unposting Date**

04/05/2024

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