

United Arab Emirates Jobs Expertini®

Senior Social Media Content Strategist

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Company: Incubeta Africa Jaco Lintvelt Incubeta Africa Incubeta International

Location: , , United Arab Emirates

Category: other-general

We are seeking an insight and culturally driven strategic individual to drive the social media creative strategy across a range of leading accounts.

Reporting to the Head of Strategy this role has the freedom and support to grow and develop. You will be responsible for developing and executing innovative social media campaigns that drive engagement, growth and fame for our colorful client portfolio.

Responsibilities:

- Lead the development of the overall social media strategy, ensuring alignment with business goals and brand voice
- Managing and contributing to strategic projects utilising problem solving frameworks
- Be the creative-insight linchpin between the creative teams & the client teams – you are the solid “why” behind the ideas.
- Ability to spot insights and trends by analyzing data and metrics to measure the success of social media campaigns and make data-driven decisions for future campaigns
- A culturally curious individual, who can apply what they see in the real world to the brands they work on
- Manage and mentor the social media team, ensuring high-quality work and timely delivery of projects
- Collaborate with cross-functional teams, including marketing, creative, and product, to develop and execute social media campaigns
- Conduct market research and stay up-to-date on industry trends to identify opportunities for growth and improvement

- Stakeholder management: building and nurturing strong advisory relationships with key external and internal senior stakeholders

Requirements:

- 6+ years of experience in social media, with a strong track record of developing and executing successful campaigns
- Strong strategic and creative thinking skills, with the ability to translate business goals into social media strategies and creative ideas
- Experience in applying strategic frameworks and developing strategies and creative executions
- A deep understanding of the latest trends and technologies in social media
- We're looking for people who understand communities and cultures - you might be from a traditional advertising background looking for the next step; a media planner itching to open up their creative side

We offer a dynamic and creative work environment, a competitive compensation package, and opportunities for professional growth and development. If you are a strategic and creative thinker with a passion for social media, we would love to hear from you. If you feel you fit the above criteria, please apply with your CV and cover letter. Please take note that if you do not receive a response within 2 weeks of applying, you should consider your application as unsuccessful.

#J-18808-Ljbffr

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