

Social Media and Content Manager Jobs In Dubai | Al Futtaim Group

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Company: Al Futtaim Group

Location: dubai

Category: other-general

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Job Description

Overview of the role:

The primary focus of the role will be to contribute to the strategy and help oversee activation of our social media marketing efforts for the AFEMC's portfolio of brands in emerging channels like TikTok, as well as legacy channels like Instagram, Facebook, and Twitter.

What you will do:

Support both proactive and reactive consumer response, execution of the social strategy, and content creation on emerging channels within the external agency team.

Applying the latest best practices in lo-fi content creation and consumer engagement across a broad spectrum of social media platforms.

Responsible for developing and executing effective social media strategies aligned with AFEMC's requirements.

Oversees creation of engaging content across various platforms, manage social media accounts, and engage with the audience.

Collaboration with social media agency and other partners is crucial for producing captivating content.

Analyses performance, handles crises, and protects the brand's reputation.

Craft and implement comprehensive social media strategies.

Utilize in-depth knowledge of social media trends and best practices to inspire compelling content creation.

Harness data and analytics to make informed decisions and continuously optimize social media performance.

Conceptualize and create engaging and shareable content for our social media platforms.

Curate relevant and captivating content from external sources to supplement our content strategy.

Collaborate closely with social media agency to produce visually appealing, high-quality content.

Develop content calendars and ensure timely content delivery across all social media channels.

Amplify our brand's reach and engagement by partnering with influencers and brand ambassadors.

Manage and maintain our company's social media accounts, ensuring consistent messaging and brand representation.

Implement growth strategies to expand our social media followers, reach, and engagement organically.

Stay updated with emerging trends, platform updates, and algorithm changes to maximize our social media performance.

Provide regular reports on social media performance, trends, and insights

Utilize advanced analytics tools and platforms to gain valuable insights into audience demographics, interests, and behavior.

Identify opportunities for improvement and propose data-driven strategies to enhance our social media impact.

Implement measures to protect and enhance reputation across all social media channels.

Develop and maintain crisis management protocols and train team members on crisis response strategies.

Skills

Required Skills to be successful:

- 1.- Content and campaign management.
- 2.- Experience with social media strategy.
- 3.- Writing and editing experience.
- 4.- In-depth knowledge of social media tools.

About the Team:

Reporting to the General Manager Marketing and will closely with the broader internal and external stakeholders.

What equips you for the role:

Bachelor's Degree in Marketing, Communication, or related field.

4-5 years of experience working client-side in marketing or related discipline, at an ad or media agency, media platform, or publisher.

Strong understanding of social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn).

Solid experience using social media management tools.

Experience in creating and executing social media strategies.

Excellent writing and editing skills for creating engaging copy.

Familiarity with graphic design software (a plus, but not a requirement).

Bilingual in English and Arabic (written and verbal) preferred.

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