

## Social Media Executive Jobs In Dubai | ITP Media Group

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Company: ITP Media Group

Location: Dubai

Category: sales-and-related

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#### About the job

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Construction Week, Esquire and GQ. We are seeking a highly motivated and experienced Social Media Manager to join our team at an entertainment website based in Dubai. The ideal candidate will be Indian, passionate about Bollywood, and possess prior experience working for an Editorial newspaper or magazine. As a Social Media Manager, you will be responsible for managing and executing our social media strategy, creating engaging content, and driving unique users across various social media platforms most importantly, will be posting articles of masala.com on Facebook, Instagram, Twitter, Reddit, and Quora 24x7.

#### Responsibilities:

Develop and implement a comprehensive social media strategy to enhance brand awareness, engagement, and audience growth.

Create and curate engaging content related to Bollywood, entertainment news, celebrity updates, film releases, and other relevant topics.

Editing videos before posting them on YouTube / Instagram.

Manage and maintain all social media channels, including Facebook, Instagram, Twitter, YouTube, and any emerging platforms, ensuring consistency in brand voice and style.

Monitor social media trends, industry developments, and competitor activities to identify opportunities for content creation and engagement.

Engage with the audience, respond to comments and messages, and build a strong online community.

Utilize analytics tools to track and analyse social media performance, generate reports, and make data-driven recommendations for improvement such as Google Analytics and Insights.

Stay up-to-date with the latest social media best practices, tools, and trends, and propose innovative ideas to optimize our social media presence.

Monitor and manage social media budgets effectively, ensuring maximum return on investment.

Build and maintain relationships with influencers, Bollywood personalities, and other relevant industry contacts for potential collaborations and partnerships.

Stay informed about copyright laws, privacy policies, and ethical guidelines to ensure compliance in all social media activities.

#### Requirements:

Undergraduate degree in Marketing, Communications, Journalism, or a related field.

Proven work experience as a Social Media Executive, preferably in the Editorial or Entertainment industry.

Strong understanding of social media platforms, trends, algorithms, and best practices.

Excellent written and verbal communication skills in English. Knowledge of Hindi and other Indian languages is a plus.

Passion for Bollywood, Indian cinema, and the entertainment industry.

Prior experience working for a newspaper, magazine, or media organization is preferred.

Proficient in using social media management tools and analytics platforms.

Creative mindset with the ability to develop engaging and shareable content.

**Benefits** Being an ITP employee is an opportunity to be part of the largest content creation house in the region and provides the luxury of working with global brands and experienced industry leaders. To ensure we invest in the development of our team,

employees are given access to a variety of learning resources and exciting career development opportunities.

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