

Social Media Marketing Specialist

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Company: SMSTRETCHING.ME

Location: Dubai

Category: healthcare-practitioners-and-technical

Company Description

SMSTRETCHING.me is a family owned fitness company operating in Russia and UAE. It offers different indoor and outdoor workout classes including Stretching, Barre, TRX & Functional, Pilates, and Hot classes, and operates 7 studios in Moscow and Dubai.

Role Description

This is a full-time on-site role for a Social Media Marketing Specialist, located in Dubai. The Social Media Marketing Specialist will be responsible for day-to-day management of social media channels, creating social media content, and executing digital marketing campaigns to drive engagement and grow the company's online presence.

Qualifications

Social Media Marketing and Social Media Content Creation skills

Digital Marketing and Marketing skills

Excellent communication skills, both written and verbal

Experience with Google Analytics, SEO, SEM, PPC, and website optimization

Experience with Adobe Creative Suite, Canva, and other design tools

A Bachelor's degree in Marketing, Communications, or related field

Experience in the fitness industry is a plus

Applicants should also have demonstrated understanding of social media trends and insights, be able to thrive in a fast-paced environment, and have excellent time management and organizational skills.

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