

## Social Media Officer

[Apply Now](#)

Company: Dautom

Location: abu dhabi

Category: other-general

Assist Line Manager in the development of corporate communication & digital marketing plans. Develop and implement social media strategies in line with audience segmentation, channels, user journey. Create a social media content calendar, including graphics, text posts, and videos. Write technical content for products and services and creative and unique content as well as come up with innovative ideas. Monitor the company's brand on social media. Formulating high-quality written and visual content for each social media campaign. Establish performance metrics, define most important social media KPIs, analyze campaign data to determine whether social media campaigns have achieved their objectives. Build brand awareness by engaging relevant influencers. Manage online communities to ensure engagement. Respond in a timely manner to all social media comments and direct complaints to relevant stakeholders and follow up. Create a regular report on complaints received on social media. Stay up to date with various methods to create engaging and attractive content. Stay up to date with the latest social media best practices and technologies. Develop plans to retain and grow social media audiences. Work with designers to ensure content is informative and appealing. Assist line manager in drafting a budget for social media plans. Communicate with Finance & Purchasing section for procurement of materials, suppliers and other financial related services.

**Academic And Professional Experience** Bachelor's Degree, preferably in one of the following majors: Marketing, Communication, Media. Advanced level of English language proficiency (Written and spoken). Expert level of Arabic language proficiency (Written and spoken). Advanced level of Microsoft Office (Word, Excel, PowerPoint, Outlook, MS Project). Proficiency in social

media management tools like Hootsuite, Buffer, Sprout Social (or any other that your organization uses) Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc. and a clear understanding how each platform works. Knowledge of SEO, Google Analytics, Facebook Insights and keyword research Previous Experience Professional work experience as a social media manager- Minimum 3-5 years of experience Experience and knowledge in economy and financial related subjects Proven experience in corporate communications and social media Proven experience in translation (Arabic/English) Extensive knowledge of social media platforms and content management experience Commitment to professional development. Preferably a basic understanding of UAE Government Protocol Disclaimer: Drjobs.ae is only a platform that connects job seekers and employers. Applicants are advised to conduct their own independent research into the credentials of the prospective employer. We always make certain that our clients do not endorse any request for money payments, thus we advise against sharing any personal or bank-related information with any third party. If you suspect fraud or malpractice, please contact us via contact us page. Our goal is to make hiring as easy as possible. We find the right talent for every company, ensuring that each candidate finds a job they enjoy. Dr.Job FZ LLC provides 360-degree AI-powered recruiting and job search solutions. If you are looking for a job and haven't found your chance yet, you can upload your profile on our website and find thousands of opportunities globally! Our platform gives you the flexibility you need to thrive in today's market by allowing you to apply for all different kinds of jobs, whether they are full- or part-time, remote or on-site.

#J-18808-Ljbffr

[Apply Now](#)

#### **Cross References and Citations:**

- 1. Social Media Officer** [Moscowjobs](#) [Jobs abu dhabi](#) [Moscowjobs](#) ↗
- 2. Social Media Officer** [Turkeyjobs](#) [Jobs abu dhabi](#) [Turkeyjobs](#) ↗
- 3. Social Media Officer** [Jobspakistan](#) [Jobs abu dhabi](#) [Jobspakistan](#) ↗
- 4. Social Media Officer** [Europejobscareer](#) [Jobs abu dhabi](#) [Europejobscareer](#) ↗

5. **Social Media Officer AtlantajobsearchJobs abu dhabi Atlantajobsearch** ↗
6. **Social Media Officer ThailandjobsJobs abu dhabi Thailandjobs** ↗
7. **Social Media Officer Entrepreneurshipjobs Jobs abu dhabi Entrepreneurshipjobs** ↗
8. **Social Media Officer JavascriptjobsJobs abu dhabi Javascriptjobs** ↗
9. **Social Media Officer Pediatricjobsnearme Jobs abu dhabi Pediatricjobsnearme** ↗
10. **Social Media OfficerBangkokjobsJobs abu dhabi Bangkokjobs** ↗
11. **Social Media OfficerBusinessjobs Jobs abu dhabi Businessjobs** ↗
12. **Social Media OfficerManchesterjobsearchJobs abu dhabi Manchesterjobsearch** ↗
13. **Social Media OfficerSearchlondonjobs Jobs abu dhabi Searchlondonjobs** ↗
14. **Social Media OfficerCraigsjobsJobs abu dhabi Craigsjobs** ↗
15. **Social Media OfficerGulfjobscentraUJobs abu dhabi Gulfjobscentral** ↗
16. **Social Media OfficerMedicalnursejobs Jobs abu dhabi Medicalnursejobs** ↗
17. **Social Media OfficerTaiwanjobs Jobs abu dhabi Taiwanjobs** ↗
18. **Social Media OfficerSouthkoreajobs Jobs abu dhabi Southkoreajobs** ↗
19. **Social media officer Jobs Abu dhabi** ↗
20. **AMP Version of Social media officer** ↗
21. **Social media officer Abu dhabi Jobs** ↗
22. **Social media officer Jobs Abu dhabi** ↗
23. **Social media officer Job Search** ↗
24. **Social media officer Search** ↗
25. **Social media officer Find Jobs** ↗

Source<https://ae.expertini.com/jobs/job/social-media-officer-abu-dhabi-dautom-1968-27282/>

Generated on: 2024-05-05 by [Expertini.Com](https://expertini.com)