

United Arab Emirates Jobs Expertini®

Social Media Specialist

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Company: Roundsbase

Location: , , United Arab Emirates

Category: other-general

Job Title: Social Media Advertising Specialist**Location:** (DUBAI)**About Us:** ROI Secured Properties is a leading real estate company dedicated to helping individuals and businesses find their ideal real estate investments. With a commitment to innovation and excellence, we're looking for a Social Media Advertising Specialist to join our dynamic team.**Job Description:****Position Overview:** We are seeking a creative and results-driven Social Media Advertising Specialist to join our marketing team. The ideal candidate will be responsible for strategizing, creating, and managing advertising campaigns across various social media platforms to promote ROI Secured Properties' real estate listings and services.**Key Responsibilities:**

- Social Media Advertising Strategy:** - Develop and execute comprehensive social media advertising strategies to achieve specific business objectives. - Identify target audiences and tailor advertising campaigns accordingly. - Stay up-to-date with industry trends and platform updates to maximize campaign effectiveness.
- Campaign Creation and Management:** - Create compelling ad campaigns on platforms such as Facebook, Instagram, Twitter, LinkedIn, and more. - Optimize ad creative, ad copy, and targeting to maximize ad performance. - Monitor and adjust campaigns to ensure they are delivering desired results.
- Budget Management:** - Manage and allocate advertising budgets effectively. - Track advertising spend and provide regular reports on ROI and campaign performance.
- Content Development:** - Collaborate with the content team to create engaging and visually appealing ad content. - Ensure that all advertising content aligns with ROI Secured Properties' branding and messaging.
- Analytics and Reporting:** - Monitor key performance metrics such as click-through rates, conversion rates, and cost per

conversion. - Provide regular reports and insights to the marketing team to make data-driven decisions.6. **A/B Testing:** - Conduct A/B tests to optimize ad creative, targeting, and ad placements. - Continuously improve ad campaigns based on test results.7. **Ad Compliance and Best Practices:** - Stay informed about social media advertising policies and ensure that all ads comply with platform guidelines. - Stay updated on best practices in social media advertising and implement them in campaigns.**Qualifications:**- Bachelor's degree in Marketing, Advertising, or a related field.- Proven experience in social media advertising, with a focus on platforms such as Facebook, Instagram, Twitter, and LinkedIn.- Proficiency in social media advertising tools and platforms (e.g., Facebook Ads Manager).- Strong analytical skills and the ability to interpret data to drive decisions.- Excellent written and verbal communication skills.- Creative mindset with an eye for design and compelling content.- Strong attention to detail and project management skills.- Ability to work independently and as part of a team.- Real estate industry experience is a plus but not required.

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