

Social Media Specialist Jobs in Dubai | American Hospital Careers

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Company: American Hospital

Location: Dubai

Category: sales-and-related

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Plan, develop, implement, and manage the social media accounts of American Hospital Dubai maximizing brand visibility and its connection with the desired target audience. Create interactive social media content/posts that generate and build users engagement.

Job Responsibilities

Plans social media creatives with the help of the photographer and graphic designers.

Posts content across social media accounts.

Engages with customers on different channels – community management.

Keeps up to date knowledge of the latest social media trends,

Monitors campaigns and analyses running campaigns.

Supports the marketing team in editing content including articles, blogs, etc.

Job Requirements

Bachelor's degree in marketing, journalism, mass communication or similar field.

3 or more years' experience in a social media/content writing position.

Should be equally comfortable with both long and short copy.

Strong editing/proofreading/copywriting skills.

#J-18808-Ljbffr

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