

# United Arab Emirates Jobs Expertini®

## Sr Social Media Manager - Leading Digital Agency

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Company: Right Calibre

Location: dubai

Category: other-general

Our client is a leading fast growing Digital Media Agency based in Dubai looking to expand its team further Working with some of top global FMCG/retail/CPG/Fashion & Luxury brandsAs a SrSocial Media Media Manager you will have a keen understanding of social and digital media and vast experience in leveraging various ad types and objectives to drive results of clientsBuild & monitor campaigns using the vendor platforms/Sprinklr across various social media channels including Meta TikTok Twitter LinkedIn Pinterest & SnapchatPrimary owner of campaign trafficking optimizations troubleshooting & recommendations to improve campaign performanceManage client budget tracker lead the monthly billing process & provides actualizationsLead social reporting needs including postcampaign analysis and daily campaign pacingYou should have a command of best practices and trends in social media marketing enjoy being creative and understand how to both build and convert a digital audienceBuild and manage their clients social media profiles calendar and presence includingbut not limited toMeta Instagram Tiktok Snapchat and TwitterPerform precampaign research to help inform brand social strategyDevelop campaign KPIs and translate them to the teamWork with the creative content development and account teams to develop and distribute content that engages their clients audience and support the overall communication and marketing goalsEnsure all creative is developed in line with current best practicesBuild QA and optimize paid and organic social media campaignsProvide campaign analysis and monthly reporting on social media campaigns track measure and analyze all initiatives to report on social media ROIPerform competitive and industry analysisProvide basiclevel customer service through community management

on behalf of brands Managing the community helping to monitor and engage in relevant social discussions about our clients competitors and/or industry Create and maintain content calendars across a portfolio of brands Qualifications years of progressive experience from the agency side is required Active and wellrounded personal presence in social media with a command of each network and extensive knowledge of social media best practices Excellent communicator and creative thinker who is committed to Collaboration Understand Analytics & ThirdParty Platforms Analyze data/metrics insights and best practices and provide reports Knowledge of Facebooks (meta) advertising platform is required (know how to boost create lookalike audiences etc) Ability to manage and prioritize multiple tasks Excellent Salary Benefits Amazing work culture with Work/Life balance Remote Work No #J-18808-Ljbffr

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