**Job Description**

**Job Title:** Digital Marketing Executive

**Department:** Marketing

**Reporting To:** Marketing Manager

**Location:** Dubai

**Purpose:**

The digital marketing executive will be responsible for developing the voice for all aspects of The Mother Tongue Center’s online presence. In addition to writing, editing and proofreading site content, this person will also work closely with the technical team to maintain site standards with regard to new development. He/she will also be responsible for crafting site promotions, email newsletters and online outreach campaigns across social media channels.

**Responsibilities:**

* Assist the Marketing Manager in managing all aspects of the online content platforms and implementing content strategy across all platforms
* Help to promote contents across social networks, including Facebook, Instagram, LinkedIn, & Google
* Manage ongoing partnerships with in-house and external content producers and copywriters
* Work with the web development, design teams and marketing agents to produce content in the forms of blogs, articles, videos, imagery and web copy that meets the aims and objectives of The Mother Tongue Center
* Ensure all content produced in Arabic & English meets the social media guidelines
* Maintain website content to ensure it is all up to date and accurate
* Work with external content producers to create engaging and relevant content across social media and negotiating with media suppliers to achieve the best price
* Assist in writing and dispatching e-marketing campaigns
* Manage the contact database and assist with lead generation activities
* Work with the Marketing Manager to create, develop and follow a professional content development and marketing plans
* Provide accurate reports and analysis of managing social media to demonstrate effective return on investment (ROI)

**Qualifications:**

This position requires a bachelor's degree in a related area and at least 3 years of experience in the field. The digital marketing executive must have a strong technical background in addition to the creativity required to develop responsive, interesting original content. Traditional writing skills and expertise in New Media is required. Successful candidates should have experience leading and developing a writing staff.

**Key Skills:**

* Experience with CMS platforms, especially WordPress, desirable
* Basic HTML and CSS knowledge
* Experience with Google Analytics
* Proven track record in a similar role – preferably 2-3 years of experience in the digital industry
* Knowledge of the latest SEO updates
* A passion for creating and maintaining quality content
* Experience creating and managing content across a range of platforms
* Video editing experience would be a bonus
* Strong organizational skills
* Ability to work well under pressure and to tight deadlines
* Strong attention to detail
* Ability to manage multiple projects in a fast-paced, deadline-driven environment