

Center for Career Placement & Alumni
Graduate Placement Services (GPS)

JOB VACANCY FORM[®]

IMPORTANT: The information presented in this document can be shared only internally at UAE University!

Reference No.: JV590

Company Name: Visus Development and Training center

Company Type: privet



Job Position/Title:	Social Media Executive	Academic Major:	Business & Economics
Salary Range:	14,000 AED	Years of Experience:	Fresh Graduate
Job Location:	Dubai	Job Type:	Full-time
Nationality:	Only UAE Nationals	Gender:	Male & Female
Job Description:	• Manage Social Media marketing campaigns and day-to-day activities. • Curate relevant content to reach the audience most likely to buy from you. • Write editorial content • Monitor, listen and respond to users in a "Social" way while cultivating leads and sales. • Conduct online advocacy and open stream for cross-promotions. • Develop and expand community and/or blogger outreach efforts. • Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog). • Design, create and manage promotions and Facebook ad campaigns. • Compile report for management showing results (ROI). • Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate. • Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics. • Implement a proactive strategy for capturing customer online reviews. Monitor online ratings and respond accordingly. • Monitor trends in Social Media tools, applications, channels, design and strategy. • Identify threats and opportunities in user generated content surrounding the business, report to appropriate management. • Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns. • Monitor effective benchmarks for measuring the impact of Social Media programs. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.		
Minimum Qualifications:	• Bachelor Degree.		
No. of Positions Required:	1		
Job Close Date:	Open until Filled		

To Apply, UAEU Graduates/Alumni should send their CVs to:

shirin_alnimiya@yahoo.com

