SORBONNE UNIVERSITY ABU DHABI

Position Title	Senior Specialist – Digital Marketing
Department	Communications & Public Affairs
Job Code	HR/31-2020

Job Description

To manage, analyze and optimize digital marketing platforms, create effective digital marketing campaigns directed to target audience that generate traffic, qualified leads, maximize impact of campaigns and ROI on digital expenditure. The responsibilities include the following:

- Planning, setting up, optimizing and executing all digital marketing campaigns, marketing database, email, social media and display advertising campaigns to achieve set lead generation and engagement KPIs
- Measuring and reporting on the performance of all digital marketing campaigns against KPIs
- Identifying trends, insights, and optimizing expenditure based on the insights
- SEM, PPC, Display, Adwords
- Create landing pages
- Ensuring performance and effective compatibility of campaigns on different devices
- Managing paid campaigns on social media platforms in terms of targeting and paid ads including (but not limited to) Facebook, Instagram, youtube, snapchat, twitter
- Conducting pre campaigns analysis and post campaign analysis for campaign evaluation and optimization
- Developing electronic communications, email shots and digital newsletters in different HTML
- Setting up and creating effective automated email campaigns
- Developing electronic communications, email shots and digital newsletters in different HTML
- Setting up and creating effective automated email campaigns
- Continuously monitoring Ensuring that subscriber list/database is accurate and continuously updated
- Managing email automation and marketing automation tools e.g mailchimp, sendinblue, hubspot, Eloqua
- Managing, developing, editing and update SUAD website CMS
- Ensuring ongoing SEO of SUAD website, its undergraduate, postgraduate, research and executive programmes
- Testing and managing the performance, loading time of the website and associated pages on all devices
- Ensuring ongoing site back up and security
- Recommending efficient hosting to ensure performance
- Checking the website for vulnerability and security issues
- Creating and optimizing landing pages on the website
- Ensuring all links on the website are functioning efficiently with no broken links or errors
- Website maintenance and minimizing downtime
- Ensuring website is responsible and functions efficiently on all browsers
- Setting up periodic reports to manage the performance of the SUAD website, all digital and social platforms
- Analytics Email Open rates, CTR, bounce back rates
- Setting Provide deep analysis of data, multichannel attribution models to get insights to help optimize campaigns and increase ROI
- Imbedding tracking tools and pixels to gather analytics information of campaigns performance

- Produce periodic campaign and performance reports, analysis and recommendations for SUAD
- Producing analytics and benchmarking reports to benchmark SUAD with competitors across different digital and social media platforms.

Profile (Minimum Qualifications, Minimum Experience, Job Specific Skills)

Minimum Qualifications:
- Bachelor's degree in digital marketing, computer science or relevant area

Minimum Experience:
- 5 years of hands on experience developing and managing digital marketing campaigns, websites and analytics in a Dot Com company

Job-Specific Skills:
- Highly experienced in SEO, SEM, PPC, paid media, retargeting
- Proven track record of setting up and conducting successful digital campaigns using FB, Google search & display ads, Youtube, Instagram, Twitter, snapchat, linkedin
- Strong knowledge of CMS (word press), website development and editing,
- Proficient in HTML and experience web authoring, CSS
- Proficient in Adobe Omniture Analytics, Adobe Target, Adobe Audience manager, Google Analytics, Web Master tool, Google Adwords, Adwords Editor, A/B Testing
- Solid understanding of online marketing metrics for websites, email, social media, paid media, PPC and SEO
- Google Ads certified
- Previous experience with marketing automation tools and DMPs is a plus
- Languages: Fluency in English language is a must, knowledge of French and Arabic is a plus

Conditions
NA

Grade
3 B

Package Details
TBC

How to apply	http://www.sorbonne.ae/vacancies/
Application to be sent by	21/12/ 2020