

JOB DESCRIPTION

Digital Marketing Manager

Role Summary

Performance-focused role responsible for the planning, execution and measurement of all paid digital activity. The Digital Marketing Manager translates brand strategy into campaigns that deliver against measurable audience and reach objectives.

REPORTS TO	Head of Promotional Brand
DIRECT REPORTS	None (individual contributor with agency oversight)
EXPERIENCE REQUIRED	4 years
LOCATION	On-site
TYPE	Full-time, permanent

Qualifications

Bachelor's degree in Marketing, Digital Marketing, Communications or related field. Recognised digital certifications (Meta Blueprint, Google Ads, Analytics) preferred.

Key Responsibilities

- Plan and execute paid digital campaigns across Meta, Google, TikTok, YouTube and programmatic channels.
- Own audience targeting, creative testing, budget allocation and media-buying strategy.
- Translate brand and campaign briefs into performance plans agencies and platforms can execute against.
- Track, analyse and report on reach, engagement, conversion and ROI against agreed KPIs.
- Stay current with evolving digital platforms, formats and audience behaviour.
- Coordinate with Creative and Social Media teams to ensure paid and organic strategies are aligned.

Skills & Experience

- Hands-on experience running multi-platform paid campaigns at scale.
- Strong analytical skills and fluency in performance reporting tools.
- Demonstrable understanding of regional digital audiences and platform behaviour.
- Experience with both agency-led and in-house media operations.
- Excellent written and verbal communication in English; Arabic strongly preferred.