

JOB DESCRIPTION

Social Media Manager

Role Summary

End-to-end ownership of the social media presence across all owned channels. The role drives an always-on editorial rhythm, manages community engagement, and turns brand strategy into a consistent daily voice.

REPORTS TO	Head of Promotional Brand
DIRECT REPORTS	None (works closely with Content Creator and Creative Copywriter)
EXPERIENCE REQUIRED	4 years
LOCATION	On-site
TYPE	Full-time, permanent

Qualifications

Bachelor's degree in Marketing, Communications, Digital Media or related field.

Key Responsibilities

- Develop and manage the editorial calendar across all owned social media channels.
- Oversee the always-on content rhythm: posts, stories, reels, short-form video, community response.
- Brief in-house content creators and copywriters on weekly social requirements.
- Manage community engagement and respond to audience interaction in line with brand tone of voice.
- Track social KPIs, listen to sentiment, and feed insight back into brand and campaign planning.
- Stay current with platform changes, content trends and creator culture.

Skills & Experience

- Strong portfolio of social media work for a major brand, institution or destination.
- Native instinct for social platforms — formats, algorithms, trends, community dynamics.
- Excellent writing skills in English; Arabic strongly preferred.
- Ability to balance creative storytelling with measurable performance.
- Calm, fast judgement when handling live community moments.