

Social Media Coordinator

The American University in Dubai invites qualified applicants to apply for the position of **Social Media Coordinator**.

The fundamental responsibility of this position is to Manage AUD's communications and marketing efforts, including perception management, website/mobile app management, and social media / Community management.

Principle Responsibilities:

- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy.
- Develop and expand community and/or influencer outreach efforts.
- Maintain a constant level of likability and engagement.
- Create and maintain a consistent tone of voice for the Brand online.
- Identify and improve organizational development aspects that would improve content creation and its distribution.
- Promote content through social advertising.
- Manage AUD's social media channels.
- Assume related miscellaneous duties as assigned by the Director.
- Cultivate relationships in broadcast and online media (local, regional and international) that result in media coverage.
- Implement process for evaluation of potential stories to publicize.
- Facilitate the writing, preparation and distribution of online press releases on a regularly scheduled basis.
- Manage requests for interviews in the media.
- Prepare Briefs for campaigns:
 - o Lead generation campaigns.
 - o Social media campaigns (ad hoc posts).
- Landing page à creation of landing pages for the lead generation campaign in collaboration with the and IT.
- Following up on the lead generation campaign summary.
- Ad hoc Social media posts/stories.
- Social Media Coverage of events on campus (stories, filming videos with the phone, etc...).
- Community management/Chatbot à Answering the Instagram direct messages that are sent to the AUD Instagram account.
- Prepare Monthly social media content calendar.
- Posting of Instagram/ Facebook content.
- Tiktok content calendar.

Competencies and Skills Used:

- Creative thinker with the ability to understand AUD's wide-range of activities, and to promote and market those activities to global audiences.
- Excellent verbal and written communications skills with an emphasis on translating concepts into compelling and easily understandable terms.
- Understanding of a wide range of marketing and communications mediums, including print, video, web, and social media.
- Self-motivated and deadline-oriented, strong organizational skills and ability to self-prioritize.
- Strong interpersonal skills.
- Ability to work as part of a team with minimum supervision.

Qualifications:

- Education/Experience
- Bachelor's degree or equivalent from a recognized, reputable university
- Familiarity with the UAE/Gulf business environment
- Strong professional references

Language Skills:

- Fluency in Arabic (read, write, speak)
- Fluency in English (read, write, speak)

Computer Skills:

- Proficiency in using Microsoft Office (Word, PowerPoint, Excel).
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Website back office management
- Community management skills (FaceBook, Instagram, Twitter, Snapchat etc...)

Other:

- Photography skills

Applications will be accepted and evaluated until this position is filled.

This position is suitable for those candidates already resident in Dubai.

Interested applicants must submit the following requirements via email to recruitment@aud.edu.

(Please state the title of the position as the subject of the email)

- Cover letter
- Updated CV
- Contact information of three (3) academic/professional references

Alternatively, applicants can submit their application materials to the following postal address:

Angele El Khoury

Director of Human Resources

The American University in Dubai

P. O. Box 28282, Dubai, U.A.E.

No telephone calls please.

While we thank all applicants for their interest, only those under consideration will be contacted for a follow-up interview.