

DIGITAL MEDIA BUYER/ OPTIMIZER

To manage the day-to-day digital advertisement for different projects over a variety of platforms including but not limited to Google ads, Facebook, and LinkedIn.

Reports to:

Marketing & Communications Manager

Employment type:

Full Time/Fixed term



Duties:

- Participating in media planning to identify target audiences and launch successful campaigns.
- Crafting effective media buying strategies and calendars.
- Experiment with new platforms, channels, and advertising formats and report effectiveness.
- Monitor costs and return on investment.
- Optimize budgets and plans and ensure the optimal media mix is applied.

Requirements:

- Relevant university degree and integrated digital marketing diploma/certificate.
- 2-3 years of experience in a similar role.
- Powerful analytical skills and a strong eye for new trends/ technologies.
- Mastery of Facebook Ads Manager, LinkedIn Ads, Twitter Ads, Google Network/Display Ads, and familiarity with mobile marketing tools like AdApp/AdColony.
- Proficiency of built-in analytics tools of each platform in addition to other tools like Google Analytics/ SEMrush/Moz Pro.

We encourage a smoke-free work environment.

Application link:

www.alrabatproperties.net/careers