

Job Profile

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| Job/Title: | Digital Marketing Specialist |
| Job level/profile: | Position of trust and confidentiality / Full time |
| Legal Entity/Department: | PalletBiz Middle East Trading LLC. |
| Direct references: | Head of Corporate Business Development |
| In-direct references: | Regional & Corporate Teams |
| Back-office (s): | Regional Office (Dubai) |
| Expected start: | Immediately |
| Gross salary range: | 6-7.000 AED, depending on qualifications |

PalletBiz is an international manufacturer and distributor Franchise Network, developing and maintaining a unique Business System for Packaging and Handling Materials made from wood, metal and plastic – primarily focusing on both standard returnable transit packaging (e.g., pallets, crates, collars, bins, frames, etc.), as well as custom designed and manufactured products for our customers. The Business System has been franchised to several countries in Europe, Middle East and Africa. Visit our website at www.palletbiz.com to learn more about the company.

We are expanding our markets network-wide, which will require a more aggressive and concentrated marketing approach that should primarily feed from and be driven by our digital presence and development.

We therefore wish to employ you as our:

Digital Marketing Specialist (Location: Dubai | English speaking)

You will be joining a department which oversees digital content management activities across our regions.

The Digital Marketing Specialist will work in close cooperation with corporate and regional teams, and play a key role in advocating, evangelizing and building digital marketing content. The position, which reports to the Head of Corporate Business Development, will be driving and implementing initiatives to improve the monetization of our digital applications and presence with high-quality content – in English. The overall objective for the role is to promote our company and brand by supporting with marketing strategies and campaigns that effectively reach target audiences through various digital channels.

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Duties and Responsibilities

The function of which you will be an integral part will share resources from several countries, and perform several different tasks:

Supporting digital marketing strategies

- Rolling out and supporting in the implementation of comprehensive **digital marketing strategies** and **action plans** that align with brand objectives and business goals.
- **Staying up to date with digital media trends, developments** and emerging best practices, making verified recommendations, and educating the franchise network on innovative strategies.
- **Guiding and collaborating with regional teams** to align digital marketing efforts, as well as to ensure the local implementation of global strategies.

Digital advertisement & campaign management

- Centrally designing and managing **paid media campaigns** and **digital advertisement** across multiple channels, primarily focusing on search engine marketing (SEM) and display advertising.
- Applying expertise in **Google Ads and LinkedIn** (Campaign Manager) to execute the global Marketing Plan, as well as to assist our regions in their campaigning activities.
- Monitoring, analysing **ROI and KPIs** and providing **regular reporting and insights** to measure the effectiveness of the campaigns, as well as to optimize performance.
- Developing and maintaining a **strong working knowledge of** the company's **products and services**, and proactively **seeking out new opportunities for paid content creation** and distribution.

SEO management

- Driving **keyword research** and creating **SEO-optimized content for our websites** network-wide for improved **organic search visibility**. Template contents must be developed in English, and then localized to regional language(s) together with regional teams.
- **Optimizing company website, metadata, and all other relevant platforms** of our online presence that can contribute to improved search engine rankings, enhanced traffic, brand awareness and positioning.
- **Analysing search engine data** to identify trends in order to improve website functionality and performance – by usage of **Google Analytics, SEMrush**, and other platforms to aid in the analysis.

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Competencies & capabilities

Our Digital Marketing Specialist must possess excellent communication and interpersonal skills. You must have solid analytical skills and the ability to translate data into actionable insights and recommendations. You must be able to provide insight into leading marketing practices and produce new and creative solutions that will become part of our core deliverables.

Core skills – must have:

- Relevant **BA or MA degree** in e.g., Communications, Marketing, or related field.
- Min. **3-5 years** of experience in digital marketing, with a focus on developing and implementing **digital strategies across various channels**.
- Min. **3-5 years** of running display advertising & PPC campaigns with measurable results incl. lead generation, engagement, conversion optimization, etc.
- Proficiency with **Google Ads & LinkedIn Campaign Manager** for B2B display advertising; as well as in **Google Analytics** for website analysis and tracking.
- Proficiency with SEO tools e.g., **SEMrush, Moz, or Ahrefs** for keyword research, rank tracking, and SEO analysis.
- Proficiency **MS Office** applications (esp. Excel) for data analysis and reporting.
- Full working proficiency in **English (C1 level or native)** language.

Advanced skills – nice to have:

- Practical **experience with CMS systems**; incl. **web development** (with knowledge of HTML, CSS, JavaScript, PHP, etc.) and/or **database marketing**.
- Experience working with **B2B marketing and preferably with multi-national firms** and subsidiaries.
- Other **languages** of relevance for PalletBiz.

Personal characteristics

- You must be open, self-driven, energetic, proactive, and business oriented.
- You must be a creative thinker with strong attention to detail and the ability to think strategically (“out of the box”) and execute tactically.
- You must be able to work equally well with many different cultures and organizational levels.
- You must have effective time-management skills and be able to meet deadlines.

What we can offer: Career development & perks

As you will be joining a department that is related to the dynamically evolving area of (digital) marketing, there will be very good opportunities for career development. As the company further develops towards digital entrepreneurship, it will be natural for you to progress in the direction of Digital Marketing Manager.

We also offer:

- ☺ Benefits package, incl. KPI-linked periodic bonus
- ☺ Company IT assets, incl. phone & laptop
- ☺ Opportunities for professional growth and development within a dynamic and expanding franchise network.
- ☺ Exposure to a diverse range of commercial challenges, contributing to skills enhancement.
- ☺ Working closely with industry experts and high-level management, demonstrating commitment to excellence and innovation.