

Job Description

Position:	Creative Content Executive	Date:	_____
Business Unit/ Location :	_____		
Department:	_____		
Reports to:	_____		

This job description sets out the current duties of the job role that may vary from time to time without changing the general character of the job role or the level of responsibility entailed.

JOB SUMMARY

As a Creative Content Executive, you will be responsible for developing and implementing marketing campaigns that effectively promote the company's products or services. You will work closely with the marketing team to develop and execute creative concepts that support our marketing strategies and objectives. The role requires a mix of creative, organizational, and communication skills to deliver successful marketing campaigns.

SCOPE / BUSINESS CONTEXT

- A Full Time position based at (Name of Business Unit/Location)., **Al Habtoor Theatre- La Perle**
- Number of Direct Reports - **0**
- Titles of Direct Reports –

SPECIFIC DUTIES

- Understand La Perle's Sales and Marketing goals and objectives.
- Develop and execute creative concepts for marketing campaigns, including print, digital, and social media channels
- Update and maintain company website content
- Write clear and compelling copy for use in various marketing communications.
- Collaborate with cross-functional teams to ensure that all creative materials are consistent with the company's brand messaging and visual identity
- Create and manage content calendars for all social media platforms
- Assist in the production of marketing materials, including brochures, flyers, and other promotional items
- Coordinate and attend marketing events to ensure successful execution of the event
- Monitor and analyze campaign performance metrics to make data-driven decisions on campaign optimization
- Manage and perform duties in any case that collaborative work with other departments (Artistic, Technical etc.) may be required
- Stay current on marketing trends and technologies and make recommendations on how to improve marketing efforts

CANDIDATE PROFILE

Education	High school diploma/G.E.D. equivalent
Related Work Experience	At least 2 years of related work experience
Supervisory Experience	Supervisory experience is required

CRITICAL COMPETENCIES

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Analytical Skills <ul style="list-style-type: none">▪ Learning▪ Social Media Marketing / Analytics	Interpersonal Skills <ul style="list-style-type: none">▪ Team Work▪ Diversity Relations▪ Influence▪ Customer Service Orientation▪ Interpersonal Skills	Communications <ul style="list-style-type: none">▪ English Language Proficiency▪ Communication▪ Social Listening▪ Form, Report, and Log Completion
Personal Attributes <ul style="list-style-type: none">▪ Integrity▪ Dependability▪ Initiative▪ Positive Demeanor▪ Presentation▪ Self-Development	Organization <ul style="list-style-type: none">▪ Detail Orientation▪ Scheduling & Planning	Technical Skills <ul style="list-style-type: none">▪ Video / Photo Production▪ Graphic Design▪ Adobe Creative Suite proficiency

OTHER

Manager's Signature / Date

Signature over printed name

Associate's Signature /Date

Signature over printed name