**Job Title**: Digital Marketing Coordinator  
**Location**: The Arbor School Dubai  
**Reports To**: Head of Marketing

**Job Overview:**

We are seeking an experienced and results-driven **Digital Marketing Coordinator** to lead our online marketing efforts. The ideal candidate will have a strong understanding of various digital marketing channels, including SEO, SEM, email marketing, content strategy, social media, and paid advertising. As a Digital Marketing Coordinator, you will be responsible for developing, implementing, and optimizing comprehensive digital marketing strategies to increase brand visibility, drive website traffic, and generate leads.

**Key Responsibilities:**

* **Digital Strategy Development**: Create and implement data-driven digital marketing strategies that align with business objectives and drive results.
* **SEO & SEM**: Manage SEO efforts to improve organic search rankings, analyze keyword trends, and develop content strategies. Oversee SEM campaigns (Google Ads, Bing Ads) and optimize for better ROI.
* **Content Creation & Management**: Develop and manage content marketing strategies, including blogs, social media posts, videos, and landing pages, ensuring that the content is optimized for search engines and user engagement.
* **Email Marketing**: Plan, execute, and optimize email campaigns, segmentation strategies, and lead nurturing programs.
* **Paid Advertising**: Oversee paid advertising campaigns across social media, Google Ads, and other platforms to drive high-quality traffic and conversion.
* **Social Media Marketing**: Lead social media strategy, content creation, community management, and performance analysis across platforms like Facebook, Instagram, LinkedIn, and Twitter.
* **Analytics & Reporting**: Monitor key performance indicators (KPIs) for all digital campaigns. Provide regular reports and insights to senior management regarding the success of marketing efforts and optimize campaigns accordingly.
* **Budget Management**: Oversee the digital marketing budget and ensure that funds are allocated efficiently across channels and campaigns.
* **Website Management**: Utilize and maintain the school website to maximise reach and enrolments.
* **Online Presence Coordination**: Lead on the school’s online presence on external sites, including listing and partner websites.
* **Collaboration**: Work cross-functionally with design, content, sales, and product teams to ensure a cohesive digital marketing approach.

**Skills and Qualifications:**

* Bachelor’s degree in Marketing, Communications, Business, or related field (preferred).
* Proven experience (5+ years) in digital marketing, with a focus on SEO, SEM, content strategy, and social media marketing.
* Strong understanding of Google Analytics, Google Ads, SEO tools (e.g., Ahrefs, SEMrush, Moz), and social media advertising platforms.
* Excellent written and verbal communication skills.
* Strong analytical skills and the ability to interpret digital data to improve campaign performance.
* Experience with email marketing platforms (e.g., MailChimp, HubSpot).
* Ability to stay up-to-date with the latest digital marketing trends, tools, and best practices.
* Highly organized with the ability to manage multiple projects simultaneously.

**Preferred Qualifications:**

* Experience with A/B testing and optimization tools (e.g., Optimizely, Unbounce).
* Knowledge of CMS platforms (e.g., WordPress, Shopify) and basic HTML/CSS.
* Experience in e-commerce or B2B digital marketing is a plus.
* Certification in Google Analytics, Google Ads, or other digital marketing platforms is a plus.

**Why Join Us?**

* Opportunity to be part of a dynamic and growing company.
* Collaborative, innovative, and supportive work environment.
* Competitive salary and benefits package.