

Job Title: Digital Marketing Specialist

Reports To: Head of Marketing

Location: Dubai, UAE

Employment Type: Full-time

About the Company

Zed Capital is a UAE-based private group with a bold vision to build and grow innovative businesses across real estate, hospitality, retail, and lifestyle sectors. The group's diverse portfolio includes leading brands like Zed Living; and I AM THE COMPANY a cutting edge online everyday luxury brand.

At Zed group of companies, we believe in creating experiences that enrich lives, combining forward-thinking strategy with an entrepreneurial spirit. With creativity, quality, and purpose at our core, we're redefining how people live, stay, and engage across our platforms.

About the Role

We are looking for a driven and creative Digital Marketing Specialist to execute and manage digital campaigns that elevate brand visibility, drive online traffic, and generate qualified leads. This role plays a key part in shaping the company's online presence through performance marketing, content strategy, and data-led decision making. The ideal candidate is highly proficient in digital tools, understands the evolving digital landscape, and has hands-on experience across paid media, SEO, content, and CRM platforms.

Key Responsibilities

- **Digital Campaign Management:** Plan, execute, and optimize paid digital campaigns across Google Ads, Meta (Facebook & Instagram), YouTube, and other key digital channels to meet KPIs including CTR, CPC, and conversion rates.
- **SEO & Web Optimization:** Support on-page and off-page SEO strategies, conduct keyword research, and collaborate with developers/designers to improve website performance, speed, and search rankings.
- **Analytics & Reporting:** Track, analyse, and report on digital performance using tools like Google Analytics, Meta Business Suite, and campaign dashboards. Recommend optimizations based on insights and trends.
- **Email Marketing & CRM:** Design, segment, and deploy email and SMS campaigns via platforms such as Mailchimp, Mailerlite, or Active Campaign to nurture leads and drive conversions.
- **Graphic Design Support:** Create or brief visually compelling assets (ads, social posts, banners, email creatives) using Canva or Adobe Suite in line with brand guidelines.
- **Conversion Funnel Optimization:** Identify gaps in the digital sales funnel, run A/B tests, and optimize landing pages and CTAs for better lead generation and user experience.
- **Market & Competitor Research:** Stay on top of digital marketing trends, platform changes, and competitor strategies to ensure campaigns are cutting-edge and effective.
- **Collaboration & Coordination:** Work cross-functionally with sales, creative, and web teams to ensure alignment on digital strategy and consistent brand messaging across all touchpoints.

What We're Looking For

- Bachelor's degree in Marketing, Communications, or related discipline

- 3 to 5 years of experience in digital marketing, preferably in B2C, real estate, or ecommerce sectors
- Strong knowledge of Google Ads, Meta Business Manager, and digital campaign management
- Experience with email platforms (e.g. Mailchimp, Mailerlite) and CRM systems
- Familiarity with Google Analytics, Google Search Console, and basic HTML/CSS is a plus
- Strong content creation and copywriting abilities
- Proficiency in Canva, Photoshop, or Adobe Creative Suite
- Highly organized with strong time management and attention to detail
- Analytical thinker with a test-and-learn mindset

Why Join Us?

- Be part of a dynamic, diverse and a creative team driving a fast-growing multi-brand group.
- Opportunity to shape brand storytelling and influence digital narratives across the region.
- Work in an exciting, collaborative, and trend-forward environment where ideas come to life.