

Job Title: Senior Marketing Executive

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 seeking a creative and results-driven Senior Marketing Executive to lead and execute both online and offline marketing initiatives. This role is responsible for building the brand, generating high-quality leads, and supporting the overall marketing strategy in alignment with company goals. The ideal candidate will have hands-on experience with digital marketing platforms, a keen eye for design and content, and strong coordination skills to manage various marketing functions and team members.

Key Responsibilities

- **Content & Social Media Strategy:** Develop and manage monthly content calendars with visually appealing and engaging Instagram and social media feeds to drive brand awareness and engagement.
- **Market Research & Campaign Planning:** Identify property trends, analyse market opportunities, and formulate marketing campaigns accordingly.
- **Website & SEO Oversight:** Supervise website content, structure, and SEO initiatives in coordination with internal or external teams to enhance online visibility.
- **Graphic Design:** Produce marketing creatives using Canva, Adobe Photoshop, Illustrator, and InDesign for internal and external campaigns.
- **Creative Media Supervision:** Oversee all photography and videography content production for social and campaign use, ensuring alignment with brand guidelines.
- **Offline Marketing Management:** Lead execution of traditional marketing efforts such as signboards, business cards, banners, flags, and branded materials.
- **Branding Collaterals:** Design or supervise the creation of marketing materials including flyers, brochures, foam boards, corporate gifts, etc.
- **Email & SMS Campaigns:** Work Alongside digital marketing specialist to create and deploy targeted email and SMS campaigns to generate leads and re-engage customers.
- **Customer Engagement & Events:** Manage marketing-led events and customer service inquiries while ensuring brand consistency across touchpoints.
- **Team Coordination:** Supervise the work of marketing admin/support staff, ensuring timely execution of marketing tasks.
- **Lead Quality Monitoring:** Monitor incoming leads and call flow, assess lead quality, and coordinate with sales teams for follow-up.

What We're Looking For

- Bachelor's degree in Marketing, Communications, or a related field
- 5+ years of experience in a marketing role, preferably in real estate or related sectors
- Strong command over digital marketing platforms (Meta Ads, Google Ads, Mailchimp/SMS platforms)
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Understanding of SEO, Google Analytics, and CMS platforms
- Excellent communication, project management, and team leadership skills

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.