

**Job Title:** Social Media Manager

**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're looking for a highly creative and hands on Social Media Manager to drive our digital presence across Instagram, TikTok, Snapchat, and YouTube. This is not just a scheduling role, we're looking for someone who can create, shoot, edit, and manage end to end content that captures attention, tells powerful brand stories, and elevates our social media game.

If you're a visual storyteller, an expert in reels and trends, and thrive in fast-paced environments, we want to hear from you.

### Key Responsibilities

- **Content Creation:** Produce visually compelling and trend driven content (photo, video, reels) tailored for Instagram, TikTok, Snapchat, YouTube, and other emerging platforms.
- **Social Strategy & Planning:** Develop monthly social media content calendars aligned with brand strategy, campaigns, and cross platform storytelling.
- **Publishing & Optimization:** Schedule and publish content using social media management tools. Optimize posting times, formats, and captions to maximize engagement.
- **Videography & Photography:** Operate DSLR/mirrorless cameras and mobile rigs to capture high-quality images and videos. Edit content using tools like Adobe Premiere Pro, Final Cut Pro, CapCut, and Photoshop.
- **Campaigns & Activations:** Plan and execute social media campaigns, giveaways, brand collaborations, and real time event coverage.
- **Live Event Support:** Capture on ground moments during events and activations, delivering real-time or quick turnaround content for socials.
- **Monitoring & Community Management:** Track performance metrics, monitor brand reputation, manage comments/messages, and engage with followers to build community.
- **Trends & Insights:** Stay ahead of platform algorithm updates, social trends, and content innovations to keep our brand presence fresh and engaging.

### What We're Looking For

- 6 - 7 years of proven experience in social media management and content creation for lifestyle, retail, hospitality, or consumer brands.
- Strong portfolio of reels, video content, and social campaigns across Instagram, TikTok, Snapchat, and YouTube.

- Deep understanding of platform specific best practices (e.g., trending audio, aspect ratios, engagement techniques).
- Experience with social media scheduling & analytics tools (e.g., Later, Hootsuite, Sprout Social, Meta Business Suite).
- Solid grasp of digital marketing, SEO, hashtags, audience targeting, and influencer collaborations.
- Ability to work independently, manage multiple shoots/projects, and meet tight deadlines in a high performance environment.
- Mastery in using DSLRs, mobile cameras, gimbals, and editing tools (Adobe Premiere Pro, Final Cut Pro, Photoshop, CapCut).
- Strong communication, time management, and organizational 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.

Ready to take over our feed? Apply now with your CV and portfolio.