



# ORBITAL SPACE

## MARKETING & COMMUNICATIONS OFFICER

### Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or other) that builds meaningful connections and encourages community members to take action.
- Plan interviews and press conferences and write press releases.
- Craft and send regular newsletters with company updates.
- Define the most important social media KPIs.
- Manage and oversee social media content.
- Manage and oversee Website content.
- Measure the success of every social media campaign.
- Stay up to date with the latest social media best practices and technologies.
- Promote our products and services during online or offline events.
- Communicate with industry professionals and influencers via social media to create a strong network.
- Set up and / optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with others to manage reputation, identify key players and coordinate actions.



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### Education and Experience Requirements

- Bachelor's degree in in Communications, Marketing, New Media , Public Relations or similar
- 2-3 years experience with content development
- Direct experience using social media management tools
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail oriented with good multitasking and organisational ability
- Fluency in English and Arabic a must
- Excellent writing, editing (photo/video/text), presentation and communication skills.
- Excellent with Adobe Creative Cloud (Photoshop, Premier Pro, illustrator, spark ) or equivalent digital media editing tools.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media best practices.
- Understanding of SEO and web traffic metrics and Good understanding of social media KPIs
- Critical thinker and problem-solving skills
- Excellent time-management skills
- Great interpersonal and communication skills

### How to Apply

[CLICK HERE TO APPLY](#)

### UPLOAD:

1. CV
2. Writing Sample: Arabic + English
3. Link to your portfolio / Work Sample