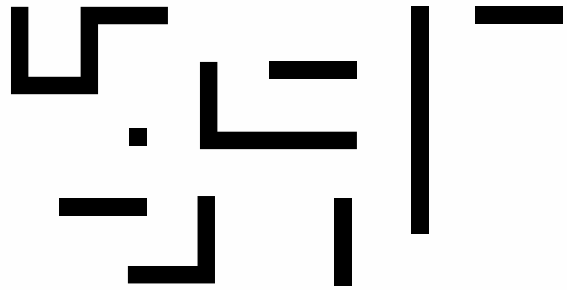


ART DUBAI
BUILDING 7, FLOOR 4, 403A & 404A,
DUBAI DESIGN DISTRICT (D3),
PO BOX 72645,
DUBAI, UAE



Art Dubai

Social Media Manager (Dubai, UAE)

At Art Dubai, we are committed to offer exciting new global perspectives and broadening conversations about art beyond traditional, western-led, geographical scopes and narratives. We drive meaningful engagement with the rich cultural heritage and contemporary art practices of the region and extend to territories across Southeast and Central Asia, the African continent, and Latin America.

Join our team to become a part of the Middle East's leading international art fair and make a tangible difference in the cultural landscape of the Global South.

Role Mission

Reporting to the Executive Director and the Communications Manager, the successful candidate will create thoughtful, digital-first content to increase followers and engagement across all of the fair's digital channels as well as to reach its target audiences. Regular reports and analyses on the fair's digital footprint will inform its wider communications strategy, making the Social Media Manager a critical part in achieving Art Dubai's mission.

Key Accountabilities

- Sustainably grow digital audience sizes and increase engagement volume.
- Create content-driven partnerships with third parties.
- Manage and produce content for all of Art Dubai's social channels including Facebook, Twitter, Instagram, YouTube and LinkedIn accounts.
- Track and report on social media performance across all channels.
- Track and report on critical issues and conversations around Art Dubai and its partners on social media.
- Organize influencer and community events around the fair.
- Determine, manage and evaluate a digital marketing and advertising budget for all social media platforms.
- Consult on the adoption of new digital marketing and media buying strategies, as well as analytics and listening tools.
- Manage photography for the fair and its year-round programming.

Key Requirements

- Keen interest and knowledge of the social and digital media landscape.
- Knowledge of the Middle Eastern contemporary art scene would be an asset, but is not compulsory.

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- Ability and interest to keep learning and growing into the role.
- Strong written and verbal presentation skills.
- Good relationship building skills with colleagues and external partners.
- Experience (ideally no less than 3 years) managing social media channels and strategy.
- Arabic and any other foreign languages would be a plus.

To apply, email your CV and a cover letter to careers@artdubai.ae