

Job Description: Digital Marketing & Social Media Specialist

About the Al Qasimi Foundation

The Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research (AQF) is a leading philanthropic organization based in Ras Al Khaimah, United Arab Emirates. The Foundation supports the social, cultural, and economic development of RAK and the wider UAE through research, policy engagement, capacity development, and community programming.

Position Overview

The Digital Marketing & Social Media Specialist will be responsible for strengthening the Foundation's digital presence, growing its audiences and delivering engaging, high-quality content across its digital channels.

Reporting to the PR & Events Director, this is a highly hands-on role covering digital marketing, social media management, content creation, paid media and performance analysis. The successful candidate will personally manage the day-to-day execution of digital activities, from developing content calendars and creating and publishing content to covering events in real time, managing paid campaigns, monitoring performance and identifying opportunities to improve engagement and reach.

The role will support the Al Qasimi Foundation and its flagship initiatives, including Ras Al Khaimah Art Festival, Al Jazeera Al Hamra, research publications, podcasts, community programmes and major events.

The Specialist will work closely with the Communications & Events team, internal departments, designers, and external partners while remaining directly involved in the execution and delivery of digital communications.

Key Responsibilities

Digital Strategy & Audience Growth (15%)

- Develop and implement digital marketing plans that support the Foundation's strategic objectives, strengthen brand awareness and grow audiences across digital channels.
- Translate organisational priorities into practical digital campaigns and content plans.
- Identify opportunities to expand digital reach and engagement among local, regional and international audiences.
- Develop campaign calendars and audience engagement plans aligned with organisational priorities.
- Recommend new digital opportunities, platforms, formats and approaches to the PR & Events Director based on audience behaviour and performance.

Social Media & Community Management (20%)

- Personally manage the day-to-day operation of the Foundation's social media platforms.
- Create, write, edit and publish engaging content across relevant social media channels.
- Maintain an active and consistent publishing schedule across platforms.
- Build and actively engage online communities while maintaining the Foundation's professional reputation and brand voice.
- Monitor social media conversations, comments and public enquiries and coordinate responses with relevant internal stakeholders.
- Optimise website content for SEO and user engagement.
- Identify and develop digital storytelling opportunities showcasing the Foundation's research, impact, beneficiaries, partnerships and programmes.
- Maintain brand consistency across digital channels.
- Manage digital asset libraries, content scheduling and publishing platforms.

Content Strategy, Editorial Planning & Storytelling (15%)

- Develop and maintain an integrated editorial calendar covering the Foundation's research, education, arts, culture and community initiatives.
- Proactively identify stories, content opportunities and relevant digital formats rather than relying solely on briefs from internal teams.
- Translate complex research, policy and program outcomes into clear, engaging and accessible digital content.
- Write and adapt content for different audiences and platforms.
- Ensure content reflects the Foundation's brand identity, values and communications standards.

Creative Direction & Digital Content Production (15%)

- Create high-quality digital content including written copy, photography, short-form video, reels, stories, graphics and other multimedia assets.
- Capture photo and video content during Foundation programs, events and activities.
- Edit and prepare social-first content for timely publication.
- Produce content for websites, social media, email marketing and digital campaigns.
- Brief designers, videographers and agencies where specialist production support is required while retaining responsibility for day-to-day digital content delivery.
- Keep abreast of emerging content formats, platform features and digital trends and identify those relevant to the Foundation.

Performance Marketing & Paid Media (10%)

- Plan, set up, implement and optimise paid digital campaigns across Meta, LinkedIn, Google and other relevant platforms.
- Manage campaign budgets and monitor spend against agreed objectives.
- Apply audience segmentation, targeting, retargeting and A/B testing to improve campaign performance.
- Regularly optimise campaigns based on performance data and audience behaviour.
- Evaluate campaign effectiveness against reach, engagement, conversion and other agreed KPIs.

Influencer, Creator & Strategic Partnership Engagement (5%)

- Identify relevant influencers, content creators and digital partners aligned with the Foundation's mission, audiences and initiatives.
- Coordinate digital collaborations and creator campaigns from briefing through execution and reporting.
- Support collaborative digital marketing initiatives with government entities, cultural organisations, educational institutions and community partners.
- Ensure partner and creator content meets agreed brand and communications standards.

Brand Management & Digital Governance (5%)

- Apply the Foundation's brand identity consistently across digital platforms and content.
- Maintain social media and digital communication standards and support implementation of relevant guidelines.
- Ensure digital communications comply with organisational policies, copyright requirements, accessibility standards and best practice.
- Flag potential reputational issues or inappropriate content promptly to the PR & Events Director.

Event & Festival Marketing (10%)

- Develop and execute digital campaigns supporting Foundation events, conferences, workshops and public programs.
- Develop and execute digital campaigns for Ras Al Khaimah Art Festival.
- Create promotional content before, during and after events.

- Attend relevant events and activities to personally capture and publish live social media content.
- Produce timely stories, reels, posts and other live content from the ground.
- Engage online audiences during events and respond to relevant interactions.
- Work closely with event teams to drive attendance, engagement and online visibility.
- Be available for evening and weekend event coverage when required.

Stakeholder Collaboration & Cross-Functional Partnerships (3%)

- Work closely with researchers, program managers, Communications & Events colleagues and other internal teams to identify and deliver digital content opportunities.
- Coordinate with external agencies, partners, creators and suppliers where required.
- Support integrated campaigns with government entities, cultural organisations, educational institutions, sponsors and community partners.
- Represent the digital marketing function in relevant internal planning meetings.

Analytics, Reporting & Budget Management (2%)

- Monitor and analyse digital and campaign performance using tools including Google Analytics, Meta Business Suite, LinkedIn Analytics and other relevant platforms.
- Track KPIs including audience growth, reach, engagement, website traffic, conversions and campaign effectiveness.
- Prepare concise monthly and quarterly reports highlighting performance, insights and recommended actions.
- Use performance data to continuously improve content, campaigns and channel performance.

Candidate Profile

Qualifications & Experience

- Bachelor's degree in Marketing, Digital Communications, Media, Public Relations, Business or a related discipline.
- Approximately 4–7 years of relevant experience in digital marketing, social media or digital content.
- Demonstrated hands-on experience managing social media channels and multi-platform digital campaigns.
- Strong portfolio demonstrating personally created digital work, which may include social media content, copywriting, photography, short-form video, reels, graphics and campaigns.

- Demonstrated experience setting up and optimising paid advertising campaigns across platforms such as Meta, LinkedIn and Google.
- Experience with nonprofit organisations, higher education, government entities, cultural institutions, arts organisations or philanthropic organisations is desirable.
- Excellent English writing and editing skills. Arabic language proficiency is an advantage.
- Experience within the UAE or GCC is highly desirable.

Skills & Competencies

- A strong digital marketing and social media practitioner who enjoys being directly involved in execution.
- Confident managing social media channels independently, from planning and content creation through publishing, community management and reporting.
- Able to capture, edit and publish effective social-first photo and video content.
- A strong writer with the ability to turn research, programs, events and community initiatives into accessible and engaging digital stories.
- Experienced with Meta Business Suite, paid social advertising, Google Analytics, content management systems and social media scheduling and reporting tools.
- Comfortable working quickly during live events and producing quality content within short turnaround times.
- Data-driven and able to use audience and campaign insights to improve performance.
- Highly organised and capable of managing multiple campaigns, content requirements and deadlines simultaneously.
- Proactive in identifying content opportunities and proposing ideas rather than waiting for detailed briefs.
- Comfortable moving between planning and execution throughout the working day.
- Collaborative and able to work effectively with internal teams, designers, agencies, partners and external stakeholders.
- Adaptable, curious and knowledgeable about emerging platforms, technologies and digital content trends.
- Comfortable working across research, education, arts, culture and community initiatives and adapting content for different audiences.

Compensation & Benefits

- Competitive, tax-free salary.
- Comprehensive health insurance.
- Professional development opportunities.
- Value-driven organizational culture.

Application Requirements

Candidates must provide:

- CV
- Cover Letter
- Portfolio or project examples