



DUBAI OPERA

Assistant Digital & Brand Specialist- Marketing

JOB ROLE SUMMARY

The Assistant Digital & Brand Specialist will support the Marketing and Communications Manager and the Graphic Designer in the implementation of development projects to improve contact functionality and campaign coordination at Dubai Opera, to assist in positioning it as a world class venue and destination for visitors. The day to day activities include but not limited to social media, website management, Dubai Opera App updates, video content creation and graphic design.

Key objectives of the role:

- Assist in the creation and production of quality, dynamic designs for publications, campaigns, advertising, signage and internal design projects.
- Create and build digital banners, page designs for micro-sites and template designs for web and email activity
- Assist in the creation of assets (video/Images etc..) for organic and paid digital campaigns for Dubai Opera
- Assist in the creative development process, including briefing, testing and campaign tracking.
- Deliver creativity and quality in design and ensure all material is positioned according to the target market and Dubai Opera brand values and guide lines.
- Responsible for ensuring all final print/ digital material is technically accurate and appropriately art worked for optimal outcomes.
- Participate in the development of press materials, show programmes, copy writing, artwork design, desktop publishing, awards submissions, social networking posts, and other promotional materials.
- Knowledge of WordPress and site core, and ability to update manage and update content.

Main responsibilities:

- Responsible for the production of creative concepts (both online and offline) for various business units primarily for Sales & Marketing, as well as Ticketing, Events and HR.
- Responsible for layouts and promotional material, typography and finished artwork.
- Ensure required content on Dubai Opera's website and mobile app is uploaded/updated/changed frequently, consistently and according to the set deadlines.
- Assist in the design and implementation of Dubai Opera's digital and social media strategy.
- Creating relevant content, blogging, community participation and leadership on platforms including but not limited to: Facebook, Twitter, LinkedIn, YouTube, Instagram.
- Grow a community of regular and active contributors by listening, responding, asking questions, running surveys and competitions and actively engaging with our audience on a daily basis and building strong relationships with them, effectively converting fans/followers into customers.
- Ensure all content on Dubai Opera's website, mobile app and social media platforms is a timely, reliable and interesting source of news and information. Content will require consistent updating, at times, against tight deadlines.





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QUALIFICATIONS, SKILLS & EXPERIENCE

Minimum Qualifications:

- Bachelor degree in Marketing/Business Administration or equivalent experience
- Minimum 2 years of marketing experience
- Artwork portfolio submission is required.

Typical Experience:

- Excellent knowledge of design, editing and printing techniques and a keen eye for quality and precision.
- Passion for the digital industry coupled with high awareness of digital trends
- Passion for creative development with experience in creative execution
- Good understanding of the Marketing & Sales process as well as social media platforms.
- Enthusiastic and commercially minded with a proven track record in effectively planning and delivering results.

Job-Specific Knowledge & Skills:

- Expert in MAC and Adobe Creative Suite, particularly Photoshop, InDesign, and Illustrator. Plus PowerPoint / Keynote.
- HTML knowledge and HTML editor experience.
- Experience developing info graphics.
- Experience developing online banner ads including animated GIFs.
- Expert in Microsoft PowerPoint for presentation development, including past experience working with senior level experts to design presentations.
- Comfortable, confident and enthusiastic when working within tight deadlines.
- Creativity and idea generating initiatives.
- Excellent English writing skills and creative execution.
- Effective time management skills.
- Flexible and open-minded.
- Ability to prioritise and work under pressure.
- An enthusiasm for the arts and an interest in a wide range of events.
- An awareness of and interest in opera, ballet, classical music, popular music and live performance.
- Flexible approach to working hours.
- A professional personal appearance and the social skills necessary to deal with a wide range of clients.
- Excellent PC skills.

