



JOB DESCRIPTION

Position Title : **Digital Marketing Specialist**

Department : **Marketing**

Scope of work (JOB PURPOSE)

Responsible for leading all digital efforts to market LEGOLAND Dubai Resort, including the Theme park, Water Park and Hotel. Deliver commercially-focused digital guest experiences that will ensure online sales targets are met for day tickets, annual passes and hotel bookings.

Main Responsibilities

- Work with Head of Marketing to develop and execute the e-commerce and digital marketing plan to ensure successful campaigns and online conversions, ensuring we meet budgeted park attendance numbers, gate revenue, hotel room nights and yield targets.
- Maximize online media returns with measurable ROIs.
- Manage and maintain the LEGOLAND.ae website, with full responsibility for creating engaging content, including marketing and advertising copy-writing.
- Develop full digital marketing campaigns and promotions to raise awareness and maximise pre-booking opportunities for admissions tickets, annual passes and add-ons, as well as hotel bookings.
- Create and manage high quality digital content that best showcases LEGOLAND Dubai Resort while keeping within the brand guidelines and values.
- Continuously recommend and implement effective improvement plan to meet targeted online conversion rate.
- Ensure that the guest online experience is fully optimized both in terms of guest-journey and conversion to sales, including maximizing of up-sell opportunities.
- Work together with the Merlin Entertainments Group e-commerce teams in the development and delivery of our online proposition, as well as the digital teams across Dubai Holding Entertainment.
- Develop new digital initiatives that keep LEGOLAND Dubai Resort in the forefront of industry standards.
- Implement and oversee web analytics and the production of standard dash boards as well as ad hoc reports.
- Identify ways to support guest data collection and research efforts through LEGOLAND.ae, with a sound knowledge of GDPR requirements.
- Work closely with the PR & Social Media team to ensure the alignment and integration of social media efforts.
- Work with procurement team on sourcing relevant digital agencies.
- Be the team's point person for emerging digital and e-commerce industry standards and trends.
- Work closely with the Dubai Parks and Resorts team to ensure accurate representation of LEGOLAND Dubai Resort on dubaiparksandresorts.com

Disclaimer: Job descriptions are not exhaustive and the job holder may be required to undertake duties which are in line with but not limited to the above responsibilities



Qualifications, Experience, & Skills

- Minimum 3-5 years experience in a digital marketing role
- Proven expertise in digital marketing campaigns utilising multiple platforms
- The ability to create engaging digital content while maintaining brand guidelines
- Proven experience in management of online businesses and optimizing online buying experiences
- Knowledge of current and future digital marketing trends
- Solid CMS skills and experience
- Experience using web analytics to implement consistent and ad hoc reporting to Snr. Management
- Budget management experience
- Project management experience in web development and other digital applications
- Excellent attention to detail
- Intermediate to expert skills with the MS Office suite of products.
- Desirable:
 - Theme park or hospitality experience
 - Experience working with IPs
 - Basic Adobe Suite Knowledge
 - Arabic speaking
 - Experience working in a diverse workforce

Job Dimensions

Immediate Superior	Head of Marketing
Immediate Subordinates	None

To Apply

Please email your CV and Covering letter to Maitha.Alharmoudi@LEGOLAND.ae

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