



JOB DESCRIPTION

Position Title : **Social Media Executive**
Department : **Marketing**

Scope of work (JOB PURPOSE)

The Social Media Executive is responsible for managing and growing our social media presence across various platforms – driving engagement through compelling content and enhancing brand affinity. They will fully manage all influencer collaborations and will support the PR Manager with the overall running of the PR and Social Media in-house function including media site visits, PR events, onsite shoots etc.

Main Responsibilities

Create and execute effective social media strategies for LEGOLAND Dubai Resort that align with our business objectives and brand identity.

Develop, plan and manage monthly content calendars, adapting content appropriately for each platform.

Deep understanding and knowledge of best practices across Facebook, Instagram, TikTok, YouTube, Twitter and LinkedIn.

Keeping up with the latest trends within the social media landscape, and appropriately identifying fresh and new ideas for the LEGOLAND social media channels.

Work closely with the brand and digital team to ensure consistent messaging in line with campaigns, for both the Parks and the Hotel.

Create unique and engaging content aligned with the brand tone of voice to maximise audience engagement and reach.

Ongoing monitoring and analysis of performance using key social media metrics, providing regular reports and recommendations based on insights identified.

Community Management – coordinating, managing and responding together with the Guest Services team across the social platforms.

Fully manage LEGOLAND Dubai Resort's influencer program, actively engaging with family influencers and bloggers within our target market.

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



Responsible for planning and management of all influencer visits from start to finish and being the key contact point for internal operations teams, with a strong willingness to work weekends when necessary.

Support the PR Manager with media visits, PR events, onsite shoots, reporting and being an overall support to the in-house PR function.

Qualifications, Experience, & Skills

2+ years social media experience, preferably working with an IP brand

Exceptionally strong English written and verbal skills (Arabic a plus)

Proficient with social media management and analytic tools

High level of organisation and time management skills

Great team player with excellent communication skills

Confident managing influencers, media and VIPs

Experience briefing and reviewing creative assets

Strong content creation skills, with a flair for creativity

Willingness to work weekends (in return for lieu days)

Job Dimensions

Immediate Superior	PR Manager
Immediate Subordinates	None

To Apply

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

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