



1	Job Description - Digital Marketing Specialist - Institutional Identity & Marketing Unit	
1.1	Job Title	Digital Marketing Specialist / Social Media & Web Content Management
1.2	Department	Institutional Communication Center (ICC) – Institutional Identity & Marketing Unit
1.3	Reporting To	Head of Institutional Identity & Marketing Unit
1.4	Job Purpose	The Digital Marketing Specialist is responsible for planning, managing, and executing AGU's digital communication strategy across social media platforms and the university's website. The role ensures alignment with AGU's institutional identity, enhances digital visibility, and strengthens engagement with internal and external audiences across the GCC region.

2	Required Qualifications - Education	
	bachelor's degree in Digital Marketing, Communication, Media, Business, or related field.	

3	Experience	
	<ul style="list-style-type: none"> • Minimum 2–4 years of experience in digital marketing, preferably in higher education or public sector. • Experience managing social media accounts with demonstrated growth results. • Experience in content management systems (CMS), SEO, or analytics platforms 	

4	Skills & Competencies	
4.1	Technical Skills	
	<ul style="list-style-type: none"> • Proficiency in social media management tools (Meta Business Suite, Hootsuite, etc.). • Good understanding of SEO, Google Analytics, and website UX principles. • Basic knowledge of photo/video editing tools is an advantage. • Ability to analyze data and produce strategic reports. 	
4.2	Soft Skills	
	<ul style="list-style-type: none"> • Strong communication skills in Arabic and English. • Creativity and strategic thinking. • Time management and ability to handle multiple projects simultaneously. • High attention to detail. • Ability to collaborate effectively with diverse teams. 	

5	Personal Attributes	
	<ul style="list-style-type: none"> • Professional, proactive, and adaptable. • Strong sense of accountability and confidentiality. • Passion for digital innovation and continuous improvement. 	

6	Key Responsibilities
	<ul style="list-style-type: none"> • Manage and oversee all official AGU social media platforms, including Twitter/X, Instagram, Facebook, TikTok, LinkedIn, and YouTube. • Develop and implement monthly and quarterly content calendars in alignment with AGU's communication and institutional priorities. • Collaborate with the Media & Digital Content Unit and design teams to produce high-quality digital content. • Schedule, publish, and monitor daily posts while ensuring full adherence to AGU's brand identity and visual standards. • Respond to inquiries, comments, and direct messages across platforms in coordination with the Public Relations Unit. • Monitor digital trends and recommend innovative ideas to enhance AGU's online presence and engagement. • Contribute to the creation of engaging bilingual (Arabic/English) digital content for social media and web platforms. • Ensure all published content reflects AGU's tone of voice, messaging guidelines, and institutional values. • Perform quality checks on images, videos, and graphic assets prior to publication. • Update AGU's website content, including news, events, program information, and announcements. • Ensure the accuracy, accessibility, and clarity of all website content, following UX and accessibility standards. • Coordinate with the IT Department on technical updates, integrations, and enhancements to the website. • Maintain consistent bilingual (Arabic/English) structure and formatting across all web pages. • Prepare comprehensive monthly digital performance reports for all AGU platforms. • Analyze engagement metrics, reach, and traffic to identify improvement opportunities and optimize digital strategies. • Conduct benchmarking studies against leading GCC and international universities to support strategic decision-making. • Track key performance indicators (KPIs) and present insights to the ICC leadership team. • Ensure all digital platforms comply with AGU's digital governance protocols, including two-factor authentication, password rotation, and access control. • Maintain up-to-date documentation of platform credentials, authorized users, and administrative permissions. • Support digital aspects of university marketing campaigns and major events. • Coordinate with the Institutional Identity & Marketing Unit to maximize visibility and alignment of promotional activities. • Manage online paid advertising campaigns as needed (Google Ads, Meta Ads, etc.). • Implement digital communication protocols during critical or sensitive situations. • Escalate high-risk or sensitive online issues to ICC leadership promptly. • Adjust, freeze, or reschedule digital content during emergency communication scenarios.
7	Working Conditions <ul style="list-style-type: none"> • Office-based role with occasional requirement to cover events outside regular working hours. • Close coordination with Media Unit, PR & Events, Alumni Relations, and IT Department.

