

Al Zaeem Real Estate is seeking a proactive, detail-oriented, and highly organized Social Media Specialist to support and elevate our growing marketing operations in Abu Dhabi. If you're passionate about real estate marketing and thrive in a dynamic environment, we'd love to meet you.

**Key Responsibilities:**

- Manage social media accounts for assigned branches with full ownership of content strategy and community engagement
- Plan, schedule, and publish content across social media platforms
- Support the creation of digital content including posts, reels, stories, and property-related materials
- Collaborate with Sales and Leasing teams to align social media activities with business objectives
- Track engagement metrics, prepare performance reports, and provide insights for optimization
- Monitor social media trends, competitor activities, and industry updates to keep content relevant and innovative
- Engage with followers, respond to inquiries, and build strong online communities
- Ensure brand consistency across all social media outputs

**Qualifications:**

- Strong understanding of social media platforms and digital tools
- Experience with paid advertising campaigns on social platforms is a plus
- Excellent communication skills in English (Arabic is a plus)
- Ability to multitask and meet deadlines in a fast-paced environment
- Proficiency in MS Office; knowledge of Canva or Adobe tools is an advantage
- Strong organizational skills and attention to detail
- Creative, proactive, and team-oriented

**Preferred Background:**

- 2+ years of experience in social media, preferably in real estate or a related industry
- Bachelor's degree in marketing, Communications, or a relevant field
- Familiarity with platforms such as Facebook, Instagram, LinkedIn, TikTok, etc.