



<https://somaemployment.com/job/multilingual-marketing-specialist/>

## Multilingual Marketing Specialist

Soma Employment Solutions (SES) is a leading recruitment agency specializing in connecting talented professionals with suitable job opportunities where their skills can be effectively utilized. Focused on diverse and inclusive workplaces, we are currently seeking a Multilingual Marketing Specialist fluent in Somali, Arabic, and English for a dynamic role within the marketing and advertising sector in Minneapolis, MN.

### Description

In this vital position, you will develop and implement marketing strategies tailored to Somali-, Arabic-, and English-speaking audiences. You will bridge cultural gaps and enhance communication within diverse markets, supporting the marketing objectives of our clients.

### Responsibilities

- Develop and execute comprehensive marketing strategies that effectively target Somali-, Arabic-, and English-speaking audiences.
- Create culturally relevant marketing content in multiple languages.
- Coordinate and oversee marketing projects from conception through to completion.
- Analyze market trends and adapt strategies to cater to the needs of different demographic groups.
- Work closely with multicultural teams to ensure content accuracy and effectiveness across all languages.
- Establish and maintain relationships with media outlets and strategic partners in various linguistic communities.
- Monitor, analyze, and report on the success of marketing campaigns.

### Qualifications

- Bachelor's degree in Marketing, Communications, or related field.
- Proficiency in Somali, Arabic, and English, with excellent communication skills in all three languages.
- Demonstrated experience in developing marketing strategies for multicultural audiences.
- Knowledge of cultural nuances and consumer behavior in Somali-, Arabic-, and English-speaking markets.
- Skilled in using digital marketing tools and platforms, including proficiency in SEO and social media.
- Strong analytical abilities with a knack for detailed reporting and decision-making.
- Outstanding organizational and project management skills, capable of leading diverse teams.
- Creative and strategic mindset, with a history of delivering innovative

### Hiring organization

SES

### Employment Type

Full-time

### Job Location

Minneapolis , Minnesota, USA

### Date posted

May 13, 2024

marketing solutions.

### **Job Benefits**

- Competitive salary and benefits through our client.
- Opportunities for professional growth and development in a supportive and dynamic environment.
- A workplace culture that values diversity, inclusivity, and the unique contributions of all team members.