



<https://threekg.com/jobs/content-creator-gcc-experience/>

Content Creator (GCC Experience) — Hybrid / Dubai

Description

We're looking for a creative and versatile Content Creator with proven GCC experience to produce engaging, original content across multiple platforms. The ideal candidate is a strong storyteller with sharp writing and visual sense, and a deep understanding of UAE/GCC audience behavior, trends, and cultural nuance. As a Content Creator, you'll work closely with the marketing, strategy, and design teams to craft content that builds brand awareness, drives engagement, and delivers real value for our clients across the region.

Responsibilities

- Create engaging content for various platforms: social media posts, short videos, reels, stories, blog articles, website copy, and presentations when needed.
- Brainstorm and execute content ideas aligned with campaign direction and business goals.
- Collaborate with designers, photographers, videographers, and motion teams to bring content concepts to life.
- Stay on top of GCC social trends, formats, and platform behavior to keep content fresh and relevant.
- Write compelling captions, scripts, and post copy in both Arabic and English with the right tone and cultural sensitivity for GCC audiences.
- Support and participate in content shoots (photo/video) including planning, shot lists, and on-ground assistance when needed.
- Ensure brand tone of voice is consistent across all content and client accounts.
- Track content performance and share insights/recommendations to improve results.

Qualifications

- 2+ years of content creation experience, preferably within a marketing/creative agency.
- Hands-on experience creating content for GCC markets (UAE, KSA, Qatar, Kuwait, Bahrain, Oman) with examples to show.
- Strong writing skills in Arabic and English (regional tone + clarity).
- Solid understanding of social platforms (Instagram, TikTok, LinkedIn, Facebook, YouTube Shorts, etc.) and what performs in the GCC.
- Comfortable in front of the camera and/or actively supporting behind the scenes during shoots.
- Organized, proactive, and able to work independently while collaborating smoothly with a team.
- Basic editing skills are a plus (Canva, CapCut, Adobe tools).

Skills

- Strong experience with short-form video content (Reels / TikTok / Shorts).
- Knowledge of SEO and content marketing fundamentals.
- Basic design sense (layout, typography) or motion background is a plus.
- Experience with content planning tools (content calendars, scheduling, reporting).

Job Benefits

Hiring organization

3KG

Employment Type

Full-time

Industry

Digital Marketing and Advertising

Job Location

Dubai, Dubai, UAE

Working Hours

8 Hours

Date posted

January 14, 2026

Valid through

05.07.2025

- Health insurance
- Hybrid work flexibility in Dubai
- A collaborative, supportive team culture
- Exposure to a wide range of industries and regional clients