

Positions Descriptions

Communication & PR Officer

- Responsibilities
 - **Copy writing & Media Materials**
 - Responsible of creating, editing and reviewing printed media, such as brochures, posters ...etc.
 - Preparing presentations.
 - Directing the creation of video and multimedia promotional materials.
 - Doing and coordinating content translation.
 - Directing materials distribution.
 - **Media Communication**
 - Responsible of creating and organizing the creation newsletters, articles and reports.
 - Account management of media organizations and individuals, maintain their database and the relationship with them.
 - Meeting with media representatives when necessary.
 - **Communication, PR and Marketing**
 - Being able to create a systematic PR and communication plan.
 - Having an understanding of marketing, positioning, branding and customer management, and to be able to integrate this knowledge with the communication and PR plan.
 - Develop and implement an action plan based on the previous plans.
 - Building relations with and attracting different customers segments.
 - Managing the company's brand and image in the media.
 - Scanning the media for any news regarding the company.
 - Searching for any event, workshop, meeting or any kind of news that would provide a valuable opportunity for the company, and notifying the responsible managers.
 - Participating in relevant events or activities representing the company and searching for opportunities.
 - Create creative ways to foster customer relations on-line and off-line.
 - Research and evaluate published materials, interviews and surveys.
 - Communicating with customers, clients and the media personally or by email or phone.
 - **Event Management**
 - Coordinating and managing the events, workshops or any publicity gathering managed by the company.
 - Coordinating the communication between internal employees and external partners on any organized activity.
 - **On-line Communication and Social Media**
 - Websites contents copy writing, blogging and micro blogging.
 - Continuously create pieces of content that would be shared on-line to attract interesting

customers.

- Managing the on-line presence of the company.
 - Communicating with on-line customers.
 - Engaging in on-line conversations.
 - Communicating and attracting different groups and customers segments on-line.
 - Creating a buzz and viral effect around the company's brands.
 - Managing the on-line social media presence of the company.
 - Search for PR and other valuable opportunities on-line.
 - Use social media to create relations with customers, answer their questions and to create a buzz for the company.
 - Engage in forums and discussion boards to drive conversation and acquire customers.
 - Being able to create value and content for on-line websites.
 - Using social media tools and educating the team about them.
 - Educating the team about the best on-line PR practices.
- **Skills and Background**
 - **Education**
 - University degree, preferably in a business or technology related field.
 - **Experience**
 - Relevant work or volunteering experience is preferred
 - **Skills**
 - Great communication & social skills
 - Organizational and project management skills
 - Team player
 - Professional writing skills
 - Creativity
 - Love for conversation
 - Patience and readiness to help
 - Time management
 - Multitasking
 - Public speaking skills
 - Researching skills
 - Confidence and discretion
 - **Language skills**
 - Fluent in Arabic and English, spoken and written
 - Extra languages is a plus