

Job Description – Public Relations

Role:

- Integrate an innovative and creative team working across a diverse mix of clients to develop and execute innovative communications programs
- Tell creative and engaging brand stories using an inclusive mix of digital and more traditional techniques
- Research trends and relevant client and market data
- Write press releases, media invitations and client reports
- Plan and organize events, especially for media and influencers
- Support one or more account teams logistically
- Prepare reports and monitor
- Attend client meetings with senior colleagues
- Undertake and participate in a wide range of media relations tasks, including media and influencer engagements, attend news conferences, follow-up calls to journalists, scheduling client interviews, etc.
- Build relationships with clients by demonstrating a clear understanding of their businesses and industries.

Skills Required:

- You have impeccable writing, specifically applied to writing press releases and reports, in English, Arabic or both.
- You have a sound understanding of the basic principles of public relations.
- You are passionate, enthusiastic and love to work in a diverse, multinational environment.
- You have solid 'people skills' for working with a range of colleagues, clients and media.
- You understand both traditional and social/digital media, how it functions, and the growing importance of influencer relations.
- You love taking on challenges, and have an upbeat, positive approach to tasks.