

**Client Confidential // Strategic Diplomatic Director**

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Company: BLR World

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

**Role Overview** Manage the development and implementation of effective advocacy strategy, marketing and communication plans, strategies, and guidelines, enabling the achievement of the organization's mission and strategic priorities, in cooperation with relevant internal and external stakeholders and agencies in line with the defined objectives, mission and vision. Lead the development of the corporate brand and marketing, ensuring that the brand is continuously protected. Guide the development and brand strategy and architecture and corporate narrative, driving positive sentiment towards the brand and widening awareness about its key projects. Ensure consistent monitoring of media coverage, press releases, and any content dissemination in relation to the organization and its related sectors and subsidiaries, initiatives and activities. Continuously ensure that developed and provided content are in line with established standards, expectations and requirements. **Key Accountabilities:** Plan, develop, and execute the Advocacy Strategy, including strategic risk assessments, community outreach approaches, and formal partnership proposals. Work with internal and external stakeholders as well as communications advisors to identify and plan initiatives and engagements to enhance local, regional, and global coexistence positioning. Work with the MarComms sections to develop and implement communications strategies through social media and other media outlets, positioning the organization and its programming & initiatives in alignment with the overall strategy. Work with the Education & Dialogue Department to develop a network of institutions, organizations, and influential figures for the organization through partnerships, and other types of formal and informal engagements. Lead in the development and curation of presentations for the Executive Director for any

upper management or external requests. Qualifications: Master's degree in Diplomacy, Strategy or equivalent. At least 10 years of progressive experience cultural diplomacy, diplomatic background or equivalent. Extensive previous experience working within the Abu Dhabi or UAE's diplomatic fields. Vast knowledge of the coexistence and interfaith field, as well as strategic diplomacy of the UAE. A strong understanding of the UAE's efforts and progress as an advocate for coexistence Visionary leadership: ability to build a clear view of the future and transform strategies to the vision of the future whilst leading and motivating others to build for the future by implementing the right actions at the right time. Key requirements: Diplomat or working in diplomatic field closely within the area High level stakeholder management. (Greeting and meeting Presidents, Prime Ministers & Ministers that visit) Understand interfaith in the UAE & region, aligned with UAE efforts in this regard Example– Aware on international affairs internationally or globally Cultural understanding on faith Strategic mindset, build strategy, has a senior mindset Experience in leading teams Hold their ground, charismatic, approachable, take initiative, experience dealing with crisis. Presentable and Savvy Understand regional landscape of the UAE Simply Brilliant People Powered by JazzHR

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