

# United Arab Emirates Jobs Expertini®

## Digital Products Lead (Digital Apps & Platforms) - Department of Culture and Tourism (Powered By Qureos)

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Company: Qureos Inc

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### Role Purpose

Manage and supervise all stages and aspects of planning, designing, and launching digital platforms, products and applications to support the various initiatives and programmes of the Abu Dhabi Arabic Language Centre according to the specific needs and requirements that promote the use of the Arabic language in artificial intelligence systems, and modern technologies. The Digital Products Lead (Digital Apps & Platforms) supervises the launch of effective digital platforms, applications, and projects to expand the scope of learning the Arabic language through various means to enhance the experiences of learners and users in a manner that serves the achievement of the strategic goals and priorities of the department and the centre as a whole.

### Key Responsibilities

#### Planning & Strategies

Contribute to the development of strategies and plans for the development of innovative digital products and platforms that serve the initiatives and programmes led by the departments and teams of the Abu Dhabi Arabic Language Centre and serves the achievement of the strategic goals and priorities of the centre.

## **Design & Development of Digital Applications & Platforms**

Understand users' needs, goals, and priorities of the Abu Dhabi Arabic Language Centre teams to identify and develop appropriate digital solutions.

Leading the translation and transformation of needs and requirements into platforms, applications, and digital products aimed at enhancing and facilitating Arabic language learning experiences and expanding the scope of Arabic language learning through various means.

Cooperate with suppliers and specialized teams to test, modify, and develop applications and digital platforms to ensure the launch of effective and successful platforms that focus on user experiences and achieve the desired results.

Act as a focal point to provide expertise and recommendation on technology trends and developments and on best and latest practices for designing digital products and platforms.

Develop plans and strategies to design and launch new platforms and digital products and supervise the maintenance, development, and updating of existing platforms and products in response to the needs of the concerned work teams to ensure that goals and priorities are achieved easily and effectively.

Lead the development of appropriate solutions and procedures for any potential technical difficulties or problems of the digital platforms and products.

## **Management Of Relationships, Contracts & Budgets**

Manage and strengthen relationships with external suppliers, DCT teams and the centre teams concerned to clarify the required scope of work and objectives, supervise the management of contracts and related payments, and ensure that platforms and applications are launched in line with set timelines and required expectations.

Monitor budgets allocated for the design and launch of digital platforms and products and keep relevant centre teams informed of project progress and raise any potential delivery

risks.

Manage commercial affairs and prices of products and digital platforms for various projects and programmes and monitor revenues and related costs.

### **Shared Activity**

#### **Strategic Contribution**

Ensure effective cascading of the functional strategy into section business plans to ensure vertical alignment and horizontal integration with other interfacing sectional strategies.

#### **People Management**

Manage the effective achievement of assigned objectives through the leadership of the Section by setting of individual objectives, managing performance, developing, and motivating staff to maximize performance.

Lead the talent development initiatives for the assigned section, collaborating with technical/discipline experts and thereby ensure the availability of talent to fit business requirements.

Act as a role model, drive adherence to organizational values and ethics by employees of the assigned section to foster a value driven culture within the organization.

#### **Budgeting & Financial Planning**

Manage the preparation and recommend the section budget, monitor financial performance versus the budget while ensuring all sectional activities are conducted in line with the approved guidelines.

#### **Policies, Systems, Processes & Procedures**

Manage and ensure effective implementation of functional policies, procedures, and

controls covering all areas of assigned section activity so that all relevant procedural/legislative requirements are fulfilled while delivering a quality, cost-effective service.

### **Continuous Improvement**

Lead the identification of opportunities for continuous improvement and sustainability of systems, processes, and practices considering global standards, productivity improvement, and cost reduction.

### **Reporting**

Ensure that all section reports are prepared timely and accurately, meeting DCT requirements, policies, and quality standards.

### **Communication and Business Relationships**

#### **Internal**

ALC Relevant Departments /Offices/ Sections

Support Services Sector in DCT HQ

#### **External**

Concerned Internal and External Institutions

Researchers / Competent Committees

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