

dnata Careers | Public Relations Officer Jobs in Dubai

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Description:

To implement PR activities in support of dnata Travel Group brands, under the supervision of CCMB, in order to gain positive publicity in GCC media. To manage media familiarization trips to international destinations.

Job Responsibilities:

a-Write original news releases and articles on the new developments and achievements of dnata Travel Group brands and hospitality clients, and distributing the same to targeted media in order to attain good coverage in GCC media.

b-Manage journalist visits to international destinations, working with CCMB team to prepare their itineraries. Assist with hosting media fam groups – this includes briefing the journalists when they arrive about the brand and destination, escorting such trips, and facilitating interviews and meetings with key executives as required.

c-Respond to queries from the media, with carefully researched and approved information in order to maintain consistency of the information provided to different media, and that such disclosure is within the corporate policy.

Job Requirements:

a-Degree or Honours (12+3 or equivalent): Diploma or University Degree in journalism / communications/public relations or related fields Experience

b-Has to have a minimum of 3 year print journalism experience and/or Public Relations

experience in a large hospitality company or PR consulting firm.

c-Knowledge/Training Excellent written and spoken Arabic and good written and spoken English. Any additional language will be beneficial.

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