

External Communication

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Company: Transguard Group Dubai

Location: dubai

Category: other-general

The job posting is outdated and position may be filled

Responsibilities:

- Conduct online monitoring and analysis of media (globally and in strategic markets) and produce regular news summaries and monthly analytical reports illuminating trends and recommending actions. Manage the newsroom on Company's website.
- In close coordination with Manager External Communication, create compelling editorial content in English primarily for mainstream media, while also developing material related to briefing documents, fact sheets, Q&As, press releases, advertisements, stakeholder publications, forewords, PAs and signages.
- Work with DFTC, internal departments and production companies/agencies to evaluate, coordinate facilitate access and monitor any/all filming/photography by external agencies to protect and bolster Company's reputation
- Support communications management team in providing materials, facts, figures, images and other material in timely response to queries or proactively as instructed to help build strong relationships with media outlets, analysts, service partners and help generate positive media coverage and mitigate potentially negative coverage.
- Support/coordinate online and general media campaigns, press conferences & events, stakeholder campaigns and events in coordination with communication management team colleagues.

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