

## Head of Content, Time Out Jobs in Dubai | ITP Media Group

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Company: ITP Media Group

Location: , Dubai, United Arab Emirates

Category: sales-and-related

### Head of Content, Time Out Jobs in Dubai | ITP Media Group

#### Job Responsibilities:

Lead the implementation of Time Out's editorial strategy in the GCC to deliver market-leading content across digital, social, video, print and events.

Lead and manage Editors of Time Out brands in the UAE, Saudi, Bahrain, Qatar and Oman.

Uphold Time Out's digital-first philosophy and drive strategy for audience growth across all platforms.

Spearhead Time Out's creative direction across content, marketing, events and commercial verticals.

Own and evolve brand voice, copy guidelines and creative identity.

Identify opportunities for audience and revenue growth, with big ideas for new formats, brand extensions and IPs.

Have your finger on the pulse and power the continued evolution of Time Out in the region by being quick to spot emerging mediums and trends that our brands can tap into.

Set, manage and track team targets and KPIs.

Produce and present regular reports to the Editorial Director.

Work with brand Editors to build and manage a group-wide content calendar populated with engaging tentpole content campaigns. Keep it current, identifying commercial and audience opportunities and communicating with relevant stakeholders.

Willing and able to get hands on with copywriting and editing, creative and product management to support Time Out's Editors in executing world-class content.

Act as an effective brand ambassador for Time Out Group in the market.

Support the content and commercial teams and the Editorial Director by being the senior editorial face of Time Out's regional brands, developing revenue-generating content strategies and establishing strong relationships in the industry.

Undertake reviews and attend events outside of office hours.

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