

Head of Public Relations Jobs In Dubai | Michael Page

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Company: Michael Page

Location: dubai

Category: other-general

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Job Description We are seeking an experienced and dynamic Head of Public Relations to join our prestigious healthcare company in the UAE, based in Dubai. As a vital leadership team member, you will play a crucial role in shaping and executing our public relations strategies.

Client Details

One of the largest healthcare organisations in the UAE.

Description

Develop and execute comprehensive PR strategies to enhance the company's brand image and reputation in the healthcare industry.

Craft compelling press releases, media kits, and other communication materials to engage with key stakeholders, including media outlets, investors, and the general public.

Build and maintain strong relationships with local and international media to secure positive coverage and manage crisis communications effectively.

Collaborate with the marketing team to ensure cohesive messaging across all communication channels.

Proactively identify PR opportunities and industry trends to position the company as a thought leader in healthcare.

Monitor and analyse media coverage, identifying areas for improvement and adjusting strategies accordingly.

Act as a spokesperson for the company, representing it at events, conferences, and media interviews.

Profile

Bachelor's degree in public relations, Communications, Marketing, or a related field.

+ 10 years of experience as a Public Relations Manager or Head of PR, preferably within the healthcare industry in an agency or a corporate environment.

Good connection with the Ministry of Health and other UAE Governmental entities (ex DHA).

Extensive knowledge of the UAE media landscape and established media contacts.

Strong leadership skills with the ability to motivate and guide a team towards achieving PR objectives.

Excellent written and verbal communication skills in English and Arabic.

Strategic thinker who can adapt quickly to changing situations and handle crises effectively.

Demonstrated success in executing successful PR campaigns that have positively impacted the company's reputation.

Innovative and creative mindset with a strong digital PR and social media understanding.

Job Offer

Join us in our mission to make a difference in healthcare, leveraging your PR expertise to strengthen our position as one of the leading healthcare companies in the UAE. We invite you to apply if you are passionate about driving impactful communication strategies and thrive in a fast-paced environment.

Skills

public relations, governmental affaires, governmental bodies

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