

## PR Executive

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Company: Dior

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

## PR Executive

### Position

#### THE CONTEXT \_\_\_\_\_

Since 1947, the men and women of Parfums Christian Dior have embodied the founding couturier-perfumer's unique spirit of excellence, creativity and expertise, both in France and throughout the world. Our House is an open and highly-focused collective, a leader that thrives on the creativity of all its stakeholders. Our collective passion and our heritage, full of authenticity and dream, make us move forward and reinvent ourselves.

By revolutionizing the codes of French style and luxury through perfumes, and combining tradition with daring makeup and innovative skincare, we are reinventing every day the Dior style and its compelling, joyful and absolute beauty. Our stimulating missions give our employees the opportunity to develop new skills, overcome spectacular challenges and reveal their talent.

To go further, with Dior.

#### YOUR MISSION \_\_\_\_\_

### Communications

Hold weekly meetings with influencers to explore new opportunities for collaboration on digital special projects.

Manage the regular mail-out timeline for each media lead (print, digital, and influencers).

Pitch and secure dedicated coverage and features in the Middle East press and e-zines,

ensuring Dior's Share of Voice (SOV) is maintained and advances ahead of market trends, solidifying Dior as an image leader.

Execute special editorial content projects with talent, including contracts, communication plans, production, editing, launch timelines, and approvals.

Act as the primary liaison with the PCD central team for brand asset approvals, report sharing, and play a core role in organizing local PR events, ensuring seamless alignment with global brand standards.

Generate and present detailed coverage reports on a weekly basis, responding to ad hoc requests from the central team, and manage the regular update of the Dior Clippings platform.

Conduct thorough market analysis to monitor competitor activities and industry trends, identifying opportunities for brand differentiation.

Identify and engage with emerging influencer profiles to maintain the brand's relevance and leadership in a dynamic market environment.

### **Press Kits / IPKs / Press office**

Ensure the successful distribution of all press kits and IPKs for new launches to the press within the UAE and across the Gulf region, guaranteeing successful delivery.

Manage the press office comprehensively, including forecasting for new product launches aligned with business objectives, specifying quantities for each market, and managing expectations for lead times. Maintain accurate stock levels of press samples for the PCDO press office.

### **Core Markets**

Equip markets with the necessary tools to generate press and influencer coverage, including guidelines, videos, imagery, Q&A sessions, etc to execute the local communications strategy effectively.

Distribute assets and ensure adherence to PCD guidelines across all communications.

Oversee the execution of local events and press opportunities acting as the liaison between the central team and local markets.

Approve castings and project opportunities, with a focus on maintaining the brand's image.

Monitor all product launches to ensure coverage targets are achieved and results are reported accurately.

Collaborate with local markets to secure dedicated interview opportunities, activations, collaborations, leveraging unique opportunities relevant to each market.

## **Profile**

Strong relationships in the region with editors and influencers.

Understanding of digital communications and social media is imperative.

Excellent written and communications skills are paramount.

Solid organizational skills, visual skills, ability to prioritize and strong attention to detail.

Understanding of the cosmetic industry, fashion trends and regional culture.

Arabic speaking is an advantage

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