

United Arab Emirates Jobs Expertini®

PR Manager Jobs In Dubai 2022 | Salt

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Company: Salt

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Job Responsibilities:

Excellent team management skills

Comprehensive client servicing skills focussing solely on the Luxury sector

Develop a B2C marketing communications plan including strategy, goals, budget and tactics

Develop media relations strategy, seeking high-level placements in print, broadcast and online media

Coordinate all public relations activities

Leverage existing media relationships and cultivate new contacts within business and industry media

Manage media inquiries and interview requests

Create content for press releases, byline articles and keynote presentations

Monitor, analyze and communicate PR results on a quarterly basis

Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.

Build relationships with thought leaders to grow industry awareness

Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

Job Requirements:

5+ years working in PR communications and content

Degree in marketing, business administration, public relations or similar fields

Experience in representing Luxury Brands

Be organised, have a keen eye for details and be able to write comprehensive briefs

Excellent communication in English

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