

## Public Relations Associate Jobs In Dubai | The Talent Point

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Company: The Talent Point

Location: Dubai

Category: sales-and-related

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The Associate of PR and Events will be responsible for working with cross-departments and external agencies to successfully execute local PR and events plans. They will be responsible for supporting consumer strategy across departments and elevate best practices in event production and coordination and overall storytelling for 360 programs in partnership with the Executive Director, PR & Influencer.

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Responsibilities:

Event Planning & Execution

1. Work cross-functionally among all consumer engagement functions to plan and execute media/influencer and consumer events.
2. Develop local consumer activations in partnership with Field Executive teams to drive traffic to the stores and earned media/social share of voice.
3. Oversee all event planning and organization with an external events agency.
4. Manage timelines, critical projects, and roles & responsibilities with internal and external teams to ensure timely launch of plans and events.

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Requirements:

1. Position requires 2-3 years of experience in PR/influencer or execution in a media/PR agency or a company well known for its digital and influencer excellence.

2. College/University degree required with specialization in marketing or PR.

3. Experience in Cosmetics, Beauty, Fashion, or Retail Area preferred.

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