

## Senior Communications Specialist

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Company: Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi)

Location: Abu Dhabi

Category: healthcare-practitioners-and-technical

Zayed National Museum, the national museum of the UAE, will narrate the rich history of the land and the region and tell the story of the late Sheikh Zayed bin Sultan Al Nahyan, his unification of the United Arab Emirates and the UAE's long-standing cultural connections across the world.

Designed by Pritzker Prize-winning architect Lord Norman Foster, the museum was founded in the spirit of Sheikh Zayed's work and strongly held values, which encompassed a passionate belief in education, conservation, environment, sustainability, heritage, and culture all underpinned by his humanitarianism and strong faith.

Zayed National Museum will hold in trust a collection of art and artefacts from the ancient and living cultures of the UAE, Arabia, and the broader Middle East. It will also be the primary institution in the UAE to display material related to the life and achievements of the late Sheikh Zayed.

A centre of learning and discussion, the museum will actively research the UAE's history and culture through archaeological fieldwork, archive research and the gathering of oral histories.

### **Job Purpose**

The role of the Senior Communications Specialist is to support the implementation of press campaigns; manage press campaigns for smaller projects; carry out media monitoring; and respond to day-to-day press enquiries.

### **Managerial Responsibilities**

Manage PR and Media external agencies, ensuring adherence to contract and service level

agreements

## **Responsibilities**

Working with the Communications Section Manager and Human Resources Section develop a strategy for internal communications

Develop and maintain a proactive and effective internal communications process.

Ensure that key messages are communicated to Zayed National Museum employees in a timely manner.

Develop initiatives for two-way internal communications process to encourage employee engagement.

Organize and/or oversee the compilation of press kits, and exhibition press previews.

Coordinate the implementation of press and PR for specific projects and campaigns;

Develop and manage press and PR campaigns for smaller projects such as events, education, audience development, etc.

Supports the creation of and writes engaging messages, storylines, and content for a variety of communications, media and channels, including online content, email, social media, web, and collateral to grow awareness of and drive visitation to the Museum.

Collaborates across the organization to ensure communications are cohesive, meet Museum standards and convey a consistent story to both internal and external stakeholders.

## **PERSON SPECIFICATION**

### **Required Experience**

Minimum of 3 years of experience

At least 2 years of experience developing and leading internal communications projects as well as coordinating press & PR campaigns.

Track record of writing, editing, and production of newsletters, press releases, and marketing materials

Strong understanding of the ideation creation process.

Knowledge of current trends and innovations in internal communications.

Previous experience in implementing communications projects grounded in current audience research, evaluation, museum collections, or curatorial content

Bachelor degree-level in a relevant subject, e.g. communications, marketing.

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