

# United Arab Emirates Jobs Expertini®

## Sr. PR & Communications Specialist Jobs In Abu Dhabi | Black & Grey HR

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Location: abu dhabi

Category: other-general

### Sr. PR & Communications Specialist Jobs In Abu Dhabi | Black & Grey HR Job Description

Black & Grey is hiring for a leading developer in Abu Dhabi, UAE, our client is currently seeking a talented and experienced Sr. Public Relations & Communications. In this pivotal role, you will collaborate closely with the Marketing Leadership to ensure seamless and cohesive Public Relations and Communication activities. Your key responsibilities will revolve around promoting our client's brand, liaising with various stakeholders, and driving the successful launch and operations of the upcoming projects. Responsibilities:- Engage proactively with both internal and external stakeholders, identifying and capitalizing on PR opportunities that align with the objectives.

- Collaborate seamlessly with cross-functional teams, including Marketing and Sales, to ensure consistent messaging and branding across all communication channels.
- Provide valuable support in the creation of promotional materials and publications, such as brochures, videos, social media posts, and website content.
- Generate engaging content for internal communication platforms, such as staff intranet, monthly magazine, newsletters, memos, and regular email bulletins.
- Track and analyze the performance of PR campaigns, delivering regular reports to Management.
- Ensure a harmonious alignment between internal and external communication strategies.
- Keep esteemed clients updated on the progress of projects and promptly respond to their inquiries.
- Effectively communicate organizational initiatives and project updates to employees and

external stakeholders.

- Display adeptness in handling internal communications during crisis situations that may impact the reputation and perception of the company.

- Develop and maintain a comprehensive media contact database, regularly updating media lists.

- Cultivate strong and lasting relationships with media representatives, journalists, Government entities, and influential figures within the industry.

- Stay up-to-date with relevant laws, regulations, and ethical standards pertaining to PR & Communications practices.

**Requirements**

- A Bachelor's degree (or equivalent) in Public Relations, Communication, Journalism, or related fields is required.

- Additional certifications relevant to the scope of work will be considered advantageous.

- You must possess at least 4+ years of experience in the Public Relations or Communications industry, with at least 1+ years of experience within the UAE.

- Experience in effectively managing media relations (online, broadcast, and print) will be considered a valuable asset. If you are a dynamic and results-driven PR professional with a passion for strategic communication and relationship-building, we would love to hear from you. Join our client's innovative team and play a key role in shaping the brand's reputation and success in the market.

**Benefits**  
Attractive Salary + Benefits.

**Skills**

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