

## ZNM // Communications Unit Head

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Company: BLR World

Location: Abu Dhabi

Category: healthcare-practitioners-and-technical

**Job Purpose** The role of the Communications Unit Head is to support in the development and implementation of the museum communications strategy, press campaigns; manage press campaigns for larger complex projects and oversee the work of the Senior Specialist and specialist on smaller projects, and act as a media spokesperson for the museum. **Managerial Responsibilities** Manage the work of external communications and PR agencies, defining SLA and contract terms, monitoring budgets, deliverables and ensuring adherence to contract and service level agreements. **Responsibilities** Manage the development of key messaging for significant communications projects and oversee the work of team members in the delivery of communications messaging Write (with input from curators and other staff as necessary), edit, and facilitate the distribution of press releases and other marketing materials about the Museum's exhibitions and publications, public and school programs, collection initiatives, resources, and special events. Provide writing and editing support for all external content and communications pieces, including press releases and media advisories, website content, social media posts, and other pieces as needed. Commission, manage and maintain strong working relationships with contractors and agencies. Create informative content, press releases, articles, and media opportunities to share the Museum's brand, products, and services. Oversee copywriting for press releases, marketing materials, and other forms of media outreach. Lead on negotiations for media sponsorships for events and programs . **Required Experience** Minimum of 5 years of experience Progressively responsible marketing, media relations, and/or editorial positions, preferably in a museum, cultural institution, or other non-profit setting. Proven ability to generate

and/or contribute to ideation creation. Experience of crisis management. Preferred Experience Experience of working at a senior level in press and PR in the non-commercial sector, e.g. museum, heritage or leisure attraction. Previous experience in leading communications projects / campaigns grounded in current audience research, evaluation, museum collections, or curatorial content. Required Education / Qualifications Degree-level in a relevant subject, e.g. communications, marketing Simply Brilliant People Powered by JazzHR

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