

We're looking for:

Position Title	Head – Communications & Public Affairs
Department	Communications & Public Affairs
Job Code	HR/12-2020

Job Description

To lead the Communications & Public Affairs department in promoting the brand of Sorbonne University, Abu Dhabi (SUAD) through the conduct of internal and external marketing events and Communications strategies and campaigns, ensuring a clear and seamless flow of key messages to all stakeholders and supervising the Marketing Section. Also responsible for the design, delivery and impact assessment of press, public affairs and marketing strategies across all media platforms in order to support the achievement of SUAD's strategic objectives.

Key Responsibilities:

- Participate in the formulation and implementation of SUAD's overall vision and strategy, and contribute to the overall process of management and decision
- Develop the department's strategy including the marketing strategy in line with the University's strategic plan
- Ensure that all networking events are executed in line with the University's strategy and values.
- Provide leadership to the department; in addition to Overseeing the day-to-day operations
- Develop direct reports through the practices of individual development and performance review
- Manage the positioning of SUAD's brand image in the market as a leading education and research hub
- Liaise with other divisions/departments to ensure compliance of projects which use the SUAD brand
- Ensure SUAD 'core' messages are communicated consistently internally and externally
- Protect the brand Image of SUAD through the development of a crisis Communications strategy and plan
- Supervise the implementation of internal Communications strategies to promote SUAD wide initiatives.
- Ensure up-to-date (internal and external) messages are uploaded onto the SUAD website.
- Ensure the promotion of SUAD to the target audience as an institution with value to the community
- Act as the main point of contact and manage all media engagements and establish strong and productive relationships with media representatives
- Create the outlined scope of work for outsourcing creative work and supervise the developments.
- Conduct impact assessment to evaluate external Communications and address improvements accordingly
- Support the Vice Chancellor in developing and maintaining relationships with the local and international communities to enhance SUAD's visibility, services and activities
- Supervise the design and implementation of targeted programs by working with the community.
- Manage the endowment campaigns to raise funds for investment in intellectual capital, facilities, research etc. that are aligned to the University's strategic plan
- Support the establishment of scholarships through planning and executing events and campaigns.
- Support the University in building effective working relationships with local and international government officials to make an

impact on Higher Education governance and policies, and to demonstrate SUAD's contribution towards the achievement of the Abu Dhabi Agenda 2030 and Higher Education Strategic Plan.

- Create and implement SUAD event calendar that is line its strategy and profile.
- Manage the coordination of events sponsored by SUAD, raising awareness of programs and activities in order to attract students and strategic partnerships
- Supervise arrangements for VIP visitors, company events, and individual and group tours of SUAD.
- Ensure the development of all promotional material for all events in the University.
- Manage the department's budget by preparing the annual expenses and monitoring the financial performance versus set budget to identify and rectify promptly and potential performance improvement opportunities are capitalized upon
- Manage Marketing activities of the University
- Representing and promoting the University's presence at exhibitions and fairs both nationally and internationally and providing market analysis post event.
- Deploying, coordinating and implementing the university marketing campaigns and reporting their effectiveness
- Deploy and create publication of all marketing material in line with marketing plans.
- Nurtures new and old relationships with collaborative partners.
- Assist, support and coordinate the efforts at Open Day,
- Corporate functions, gala dinners, forums, masterclasses etc.
- Manage and supervise Market research studies and gather market intelligence to analyze results in relation to the SUAD's strategy
- Planning, researching and coordinating the overseas recruitment, liaising with relevant parties both internal to the University and externally
- Gather information on competitor schools and programs as benchmark for rankings and other forms of market analysis.

Profile (Minimum Qualifications, Minimum Experience, Job Specific Skills)

Minimum Qualifications:

- Bachelor's degree in Marketing or Communications, or a related subject
- Master's degree is preferred

Minimum Experience:

- 8 years Communications and Public Affairs experience with at least 3 years in a management role, preferably in the Higher Education sector

Job-Specific Skills:

- Internal/mass Communications theory and practice
- Electronic, web and social media Communications and marketing strategies
- Understanding of the local and international media
- Brand management
- Relationship building skills
- Understanding of community and international affairs
- Knowledge of government relations, rules and regulations
- Event management
- Leadership skills
- Exceptional organizational verbal and written Communications skills
- Analytical and research skills
- Languages: English & Arabic. French is an advantage.

We're
looking for:

Conditions

NA

Package Details

- TBC

How to apply

<http://www.sorbonne.ae/vacancies/>

Application to be sent by

16th April 2020