

JOB DESCRIPTION

1. JOB DETAILS:

Position Title:	Section Head – Public Affairs
Reports to:	Head of Department
Department	Corporate Communications Office
Location:	Abu Dhabi, UAE
Grade:	4
Prepared / Revised on:	February, 2024

2. JOB PURPOSE / ROLE:

The role will be responsible for developing and executing strategies to enhance SUAD public image and foster positive relationships with the public, media, government entities and other stakeholders. This individual will lead the Public Affairs Section, ensuring alignment with organizational goals, promoting positive public perception and advocating for SUAD interests.

3. JOB DIMENSIONS

Number of Staff Supervised:	Direct Reports:	0
	Total:	0

Key Responsibilities

Key Priority	Key Activities
▪ Strategic Planning	<ul style="list-style-type: none"> ▪ Develop and implement comprehensive Public Affairs strategies and plans aimed to enhance SUAD image and positioning which encompasses activities related to media relations, government relations, community engagement, and crisis management. ▪ Ensure that public affairs activities contribute meaningfully to achieving the organization's overarching objectives, whether they relate to reputation management, regulatory compliance, advocacy, or stakeholder engagement. ▪ Collaborate with senior management to integrate public affairs initiatives into overall business strategies.
▪ Stakeholder Engagement	<ul style="list-style-type: none"> ▪ Cultivate and maintain relationships with government officials, regulatory bodies, community leaders, and other stakeholders. ▪ Represent the organization in meetings, conferences, and public events to promote awareness and understanding of key initiatives. ▪ Act as the primary spokesperson for the organization, handling media inquiries and press releases effectively.
▪ Government Relations	<ul style="list-style-type: none"> ▪ Monitor legislative and regulatory developments at local, national, and international levels that could impact SUAD's operations, interests, or high education sector. ▪ Identify key trends and stakeholders affecting the organization's reputation and public image and keep a pulse on emerging issues that could impact the organization's reputation negatively.

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	<ul style="list-style-type: none"> Formulate clear and persuasive messages that articulate the organization's position on specific policy issues. Advocate for policies and regulations that support SUAD interests while mitigating potential risks. Engage in lobbying activities when appropriate and in accordance with legal and ethical standards.
<ul style="list-style-type: none"> Communication and Media Relations 	<ul style="list-style-type: none"> Develop and disseminate compelling messaging and communication materials to enhance the organization's reputation and brand. Proactively engage with media outlets to promote positive coverage of the organization and manage responses to inquiries or crisis situations. Oversee the creation of press releases, speeches, op-eds, and other media materials. Ensure consistency and accuracy of messaging across various communication channels. Manage PR events effectively including press conferences, media gatherings, round tables etc. Enhance social media platforms and increase the engagement and number of followers on all social media platforms. Monitor media coverage, public opinion, industry trends that could influence how SUAD is perceived by the public and stakeholders.
<ul style="list-style-type: none"> Fundraising and Networking 	<ul style="list-style-type: none"> Devising and executing fundraising strategies to support SUAD's mission and initiatives. Identifying potential donors and seek out new sources of funding through grants, sponsorships, and partnerships. Cultivate relationships with existing donors and keep them informed about the organization's activities and providing them with regular updates and reports on how their donations have been used and the outcomes achieved. Build and maintain a robust network of contacts within the community, government agencies, businesses, and other organizations.
<ul style="list-style-type: none"> Crisis Management 	<ul style="list-style-type: none"> In collaboration with Head of Division, develop crisis communication plans and protocols to address potential reputational risks. Lead crisis response efforts, including coordinating with internal teams, external partners, and media outlets. Provide timely and transparent communication during crisis situations to maintain public trust and confidence.
<ul style="list-style-type: none"> Budget 	<ul style="list-style-type: none"> Oversee the preparation of the divisional budget related to Public Affairs area.
<ul style="list-style-type: none"> Policies and Procedures 	<ul style="list-style-type: none"> Develop and implement the policies related to Public Affairs to ensure all relevant procedural/legislative requirements are fulfilled. Communicate the requirement of operational policies and procedures to direct reports and employees to ensure that work is carried out in an organised manner.
<ul style="list-style-type: none"> Reports 	<ul style="list-style-type: none"> Ensure that all reports related to Public Affairs are prepared timely and accurately to meet University requirements, policies and standards.
<ul style="list-style-type: none"> Related Assignments 	<ul style="list-style-type: none"> Perform other related duties or assignments as directed by the Line Manager.

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5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

Minimum Qualifications:

- Bachelor's degree in communications, public relations, journalism, or a related field; Master's degree preferred.

Minimum Experience:

- Minimum of 8 years of experience in Public Affairs, with at least 3 years in a management capacity, ideally within the Higher Education sector

Job-Specific Skills:

- Proven experience in public affairs, public relations, or communications, with a track record of successful strategic planning and execution.
- Excellent verbal and written communication skills, with the ability to convey complex information clearly and effectively to diverse audiences.
- Strong media relations skills, with experience working with journalists, editors, and other media professionals in the UAE and at the international level.
- Proficiency in digital media platforms, social media management tools, and other communication technologies.
- Knowledge of regulatory and policy issues relevant to high education industry.
- Demonstrated leadership and people management abilities.
- Strategic thinker with the ability to analyze issues, anticipate challenges, and develop innovative solutions.
- Ability to work effectively under pressure, prioritize tasks, and manage multiple projects simultaneously.
- Knowledge of Microsoft Office programs, with strong skills in PowerPoint
- Languages: Full Proficiency in English and French, Arabic is an advantage.

Line Manager Name & Signature:

Employee Name & Signature:

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