

Al Qasimi Foundation Position Overview: Marketing and Communications Executive

ABOUT THE AL QASIMI FOUNDATION

The **Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research** was established in 2009 to support the social, cultural, and economic development of Ras Al Khaimah and the United Arab Emirates (UAE). The Al Qasimi Foundation seeks to support the public and private sectors by helping them ground policy decisions and programming evidence-based research that reflects the best thinking in the world as well as the local Ras Al Khaimah and UAE contexts. Our work over the past 10 years has focused on generating world-class research, developing local capacity, and engaging the local community. While we continue to have a strong focus on improving education, we have also expanded our priority areas to include health, community development, arts, and culture and we have extended our reach to target groups that are particularly disadvantaged such as those in the prison, low-income students and their families and those the remote areas of Ras Al Khaimah.

POSITION OVERVIEW & SCOPE

The **Marketing and Communications Executive** is responsible for developing and executing effective digital marketing and public relations strategies to elevate the Foundation's brand visibility. This includes promoting initiatives such as the Ras Al Khaimah Art, while ensuring a positive public image is maintained. The Executive is also responsible for creating compelling and engaging content for various platforms, including press releases, articles, websites and newsletters. This role requires a blend of creativity, strategic thinking, and strong communication skills to engage target audiences and stakeholders.

The Marketing and Communications Executive reports to the Arts and Culture Director and is part of the Arts & Culture department. This position collaborates with other Foundation departments to help promote stories and campaigns to the general public.

RESPONSIBILITIES

- Digital Marketing & PR (50%)
- Content Creation and Copywriting (40%)
- Foundation Events (10%)

SKILLS & QUALIFICATIONS

- Bachelor's degree in communications, marketing, or related field.
- 5+ years of experience in marketing and communications role with strong background in content creation and copywriting.
- Advanced copywriting/copyediting skills; exceptional writing skills with creativity, a strong command of English language, and the ability to craft clear and persuasive copy.
- Advanced digital marketing and public relation skills; strong understanding of PR and marketing principles and the ability to tailor copy to meet marketing objectives.
- Advanced communication and relationship management skills.
- Strong interpersonal communication skills and the ability to work effectively with a wide range of people from diverse backgrounds.

COMPENSATION

This position offers a generous remuneration package that includes health insurance, training and development opportunities, 22 working days of annual leave, and an annual (economy class) plane ticket to the employee's country of origin.

TO APPLY

Candidates must complete the application form on the Foundation's career page: www.alqasimifoundation.com/career. Application requirements such as a resume, cover letter, English writing samples, and three references (with contact details) should be attached to the application. **Incomplete materials will not be considered.**

Applications will be accepted and reviewed on a rolling basis until March 31, 2024