

POSITION SUMMARY			
<b>TITLE:</b>	Media and Communications Officer	<b>REPORTS TO:</b>	Media and Communications Manager
KEY DELIVERABLES			
<ul style="list-style-type: none"> <li>▪ Maintain a flexible, cooperative and professional approach to meeting USA Pavilion media, promotion, publicity and digital objectives</li> <li>▪ Establish excellent relationships with the U.S. Embassy media team, the media and communications department of Expo 2020 as well as establishing strong media networks within the UAE</li> <li>▪ Execute media, communication and digital strategies to ensure the USA Pavilion is a popular and highly regarded Expo experience</li> <li>▪ Execute the integration of Expo 2020 virtual programming into USA Pavilion communication plan</li> <li>▪ Generate positive media and publicity consistently through the Expo period across print, electronic and digital platforms</li> <li>▪ Ensure no breach of any Expo 2020 or USA Pavilion policy or standard across all media and communications activities team</li> <li>▪ React to a constantly changing environment with consistent professionalism and composure</li> <li>▪ Provide information and evidence to support forward planning decisions in regard to media and publicity initiatives</li> <li>▪ Maintain accurate and detailed data in regard to all media and communication initiatives</li> <li>▪ Work cooperatively with USA Pavilion teams across all opportunities and demands relating to media and promotional activity</li> <li>▪ Actively participate in USA Pavilion planning and development meetings with effective outcomes</li> <li>▪ Work collaboratively and enthusiastically with all U.S Pavilion staff, representatives and stakeholders</li> </ul>			
KEY RESPONSIBILITIES			
<p><b><u>Communications and Media</u></b></p> <ul style="list-style-type: none"> <li>▪ Identify and execute media and communication strategies, opportunities and activities that capture and present the USA Pavilion positively across all media platforms</li> <li>▪ Confirm and ensure accuracy across all communications in accordance with established USA Pavilion policies, standards and procedures</li> <li>▪ Thoroughly understand and comply with UAE laws and legislation in regard to media, communications and digital media</li> <li>▪ Assist with the design, development and implementation of a range of internal and external communication promotions, activities and activations</li> <li>▪ Adopt an adaptable, flexible and creative approach to promoting the USA Pavilion across all media platforms / agencies</li> <li>▪ Ensure there is a well-developed understanding and appreciation of Pavilion wide operations, events, activities and impacts and that this is effectively and accurately promoted across all media and digital platforms</li> <li>▪ Create detailed reports and metrics on media activity</li> <li>▪ In event of crisis, ensure scheduled content is disabled and coordinate with Embassy to post emergency info immediately</li> </ul> <p><b><u>Website</u></b></p> <ul style="list-style-type: none"> <li>▪ Manage website content along with ensuring that general content is accurate and updated as required to reflect current priorities, activities and initiatives of the USA Pavilion</li> <li>▪ Monitor all website enquiries ensuring that enquiries, issues and topics are responded to in a timely and appropriate manner, including the escalation / distribution of specific information to other departments and / or Pavilion management</li> <li>▪ Work cooperatively with website host, ensure that the site is secure and backed up according to Pavilion standard operating procedures</li> </ul>			

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### **Social Media**

- Manage the USA Pavilions social media platforms including:
  - Creating detailed schedules for publication of Pavilion related announcements, stories, activities and promotions for publication (once approved by USA Pavilion management)
  - Re-publish key messages and posts by U.S. Embassy, Consulate, business chambers, Pavilion partners, stakeholders and sponsors / suppliers
  - Publish timely, accurate and engaging social media posts that support digital, communications and media objectives of the USA Pavilion
  - Acknowledging, responding, editing and monitoring all social media responses and comments – including escalating any comments / feedback as may be relevant

### **Teamwork**

- Develop and maintain constructive working relationships with all USA Pavilion stakeholders, including working closely with the U.S. Expo Unit and Pavilion management
- Support in the provision and execution of strategic advice on complex communication, digital, stakeholder and operational issues
- Work cooperatively with others to contribute to a highly engaged, service-oriented and results driven Pavilion team

### **General**

- Adopt flexibility and a willingness to adapt to an ever changing work environment including changes to timelines, deadlines or scope of work
- Support and promote a strong safety culture by ensuring all work activities are performed in compliance with the Pavilion's Health and Safety policy
- Reinforce and promote the principles of equal employment and diversity in the workplace by ensuring that all employees and stakeholders are treated with dignity and respect
- Be familiar with policies and procedures relevant to this position and workplace
- Undertake other general duties as required