

POSITION SUMMARY			
TITLE:	Media and Communications Manager	REPORTS TO:	Pavilion Director
KEY DELIVERABLES			
<ul style="list-style-type: none"> ▪ Develop and implement strategies to ensure the USA Pavilion is a popular and highly regarded Expo 2020 experience in every way ▪ Coordinate the integration of Expo 2020 virtual programming into USA Pavilion communication plan ▪ Maintain a flexible, cooperative and professional approach to meeting USA Pavilion media, promotion, publicity and digital objectives ▪ 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 ▪ Ensure adherence to Expo 2020 or U.S, Pavilion and Department of State policies and standards across all media and communications activities ▪ Generate positive media and publicity consistently through the Expo period across print, electronic and digital platforms ▪ Maintain accurate and detailed data in regard to all media and communication initiatives ▪ Conduct team planning and development meetings with effective outcomes ▪ React to a constantly changing environment with consistent professionalism and composure ▪ Work cooperatively with USA Pavilion teams across all opportunities and demands relating to media and promotional activity ▪ Actively participate in USA Pavilion planning and development meetings with effective outcomes ▪ Work collaboratively and enthusiastically with all USA Pavilion staff, representatives and stakeholders 			
KEY RESPONSIBILITIES			
<p><u>Media and Public Relations</u></p> <ul style="list-style-type: none"> ▪ Assist in building strong relationships between the USA Pavilion and external stakeholders across all mediums including identifying media opportunities to promote the USA Pavilion to new audiences ▪ Provide strategic media advice to stakeholders as required, including advice on issues management ▪ Undertake research and evaluation to develop proactive media engagement plans to promote the USA Pavilion and deliver positive outcomes ▪ Manage all media enquiries in an effective and timely manner that is aligned with USA Pavilion strategy ▪ Thoroughly understand and comply with UAE laws and legislation in regard to media, communications and digital media ▪ Coordinate crisis communications response with USA Pavilion teams as necessary <p><u>Marketing and Communications</u></p> <ul style="list-style-type: none"> ▪ Lead the development and implementation of a holistic and sustainable communications strategy, reflecting USA Pavilion values and mission ▪ Provide strategic advice on complex communication, stakeholder and USA Pavilion issues ▪ Draft communications material including media releases, media briefs, backgrounders, fact sheets, questions & answers, key messages, information kits, profiles, website content ▪ Consistently identify and explore communication opportunities throughout all digital platforms ▪ Confirm and ensure accuracy across all communications in accordance with established USA Pavilion policies, standards and procedures ▪ 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 ▪ Deliver detailed reports and metrics on media activity ▪ Coordinate with USA Pavilion programmed talent to ensure consistency in messaging and marketing 			

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Website and Social Media

- Manage website development, security and content ensuring that all content is accurate and up to date to reflect current priorities, activities and initiatives of the USA Pavilion
- Oversee the planning and implementation of all USA Pavilions social media activity ensuring that they are managed within agreed digital strategies and standards

Issues Management

- Grow and maintain strong contextual understanding of issues particular to USA Pavilion and its participation in Dubai Expo 2020 utilizing appropriate methods to differentiate, optimize and promote the USA Pavilion to media outlets
- Develop innovative brand positioning strategies and tactics for application across print, electronic and digital media
- Contribute to the development of a constructive corporate culture by implementing effective and innovative internal communication strategies and practices
- Develop communications policies or guidelines for the management of crisis situations

Leadership & Management

- Engage performance management techniques to ensure that team members are motivated, results driven and performing to their full potential
- Effective staff management to support a high functioning and results driven team
- Work effectively with USA Pavilion management creating two-way communication to ensure full awareness, compliance and understanding of USA Pavilion priorities, initiatives and activities, including the participation in cross-department meetings
- Ensure that each team member has a well-developed understanding and appreciation of USA Pavilion wide operations, events, activities and impacts
- Establish and conduct regular team meetings with direct reports to ensure that they are motivated to complete tasks accurately and professionally within established deadlines
- Manage rosters to ensure that the USA Pavilion is always staffed to the required standard
- Coordinate additional training as required to ensure a high level of compliance and consistency in performance across the team
- Effectively communicate event details and host requirements to all relevant USA Pavilion personnel
- Deliver on-time and accurate department reports to USA Pavilion management
- Support the Deputy Pavilion Director as required

General

- Work cooperatively with all USA Pavilion teams to contribute to a highly engaged and service-oriented team
- 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 general duties as required