

Senior Media Relations Executive

I. Position Profile

As a Senior Media Relations Executive, you will be responsible for planning and executing PR plans with the media, drafting/editing press releases, managing interviews, op-ed pieces and other PR materials, and pitching story ideas to the media.

S/he should perform fundamental PR tasks such as maximizing media outreach and press material development. The primary day-to-day operations should involve communication with client on media related issues, creating opportunities, solving problems, supervise on coverage and ensuring high ROI on media reports

The Senior Media Relations Executive must have strong research, writing and editing skills in both Arabic and English.

II. Primary Responsibilities

Media

- Manage day-to-day activities with the client on media related matters.
- Send out communication for coverage
- Plan, run and follow up interviews
- Prepare & handle media relations during events (conferences, roundtables, etc)
- Respond to media requests
- Respond to client media requests
- Keep abreast of new trends in media and new media outlets
- Keep abreast of new editorial/ sponsorship opportunities
- Advise on client media strategy
- Coordinate with media coordinators on monthly/quarterly media reports

Client

- Handle client communication and crisis communications
- Correspond and update the client on media issues
- Liaison between media and the client

Writing

- Translation E/A
- Proof and edit Arabic related documents as needed

Team Management

- Work with other team members on providing the media counsel needed for the client.
- Serve as a role model to team members
- Actively participate in agency development processes in positioning client stories across relevant media landscape.
- Continually communicate with the management.
- Delegate work to interns, media coordinators and administration (as needed)
- Informally adds feedback to performance review of colleagues as needed
- Talk intelligently about agency at internal and external meeting and industry functions
- Attend agency staff meetings and group meetings

III. Qualifications

Education

- Bachelor's Degree in Journalism, Mass Communication or Alsun English

IV. Professional Experience

4+ years of professional experience. Agency experience is a plus

Success Factors

- Strong E/A translation
- Strong oral and written Arabic editing
- Exceptional judgment when working with team members, client contacts and vendors
- Research and development areas
- Proficient in Microsoft Suite, Internet, on-line services, social media platforms.
- Strong commitment and dedication to the agency's success as well as personal career
- More attention to detail and quality
- Continually communicate with the management.
- Need to anticipate client and team needs

Please send your cv at: info@meacoms.net

For more info, check our website: www.meacoms.net