



The German Emirati Joint Council for Industry & Commerce (AHK) is looking to hire a:

Communications Manager (f/m)

(Focus Digital Marketing, Social Media & PR)

The Communications Manager will develop and implement communication campaigns spanning all channels for the German National Tourist Office (GNTO) with the aim to promote Germany as a year-round travel destination throughout the Gulf. Reporting to the Director / Gulf Countries, the Communications Manager will work in close co/operation with the Sales & Marketing team and the GNTO's Head Office in Frankfurt.

KEY RESPONSIBILITIES:

- Manage the Arabic GNTO's social media platforms and develop annual content plans to drive awareness and brand engagement among the GCC target group
- Design and manage social ad campaigns for GNTO's German tourism partners with various stakeholders making sure deliverables are met; compiling reports showing results (ROI)
- Oversee agency network and ensure that Corporate Identity guidelines and set KPIs are adhered to
- Monitor, listen and respond to users in a 'Social' Way to expand community and influencer outreach efforts
- Coordinate PR activities to leverage on GNTO's marketing activities such as trade shows & events
- Build & nurture media relations, identify story angles to secure favourable media coverage
- Creation and maintenance of press materials
- Develop presentations to drive new business opportunities and tourism stakeholder involvement
- Manages project budgets

EDUCATION & EXPERIENCE REQUIRED:

Bachelor's degree and 3+ years' experience in Social Media, Marketing, Public Relations, Communications or Social Media. The ideal candidate will be on the pulse of the GCC culture, and have some level of familiarity with Germany. Prior travel, tourism or hospitality industry experience is preferred;

KNOWLEDGE, SKILLS, ABILITIES REQUIRED:

1. Proven knowledge of the media environment in the MENA region, on the pulse of GCC culture
2. Bilingual Arabic and English essential, German skills are an advantage
3. Passionate about digital and social media
4. Excellent verbal, written, and interpersonal communication skills
5. Great attitude, highly motivated and a team player
6. Must be proficient in MS Office (Word, Excel, PowerPoint) and up-to-date with latest digital technologies
7. Possess strong organisational skills and attention to detail
9. Previous work with influencers and bloggers is an advantage
10. Travel required at times

To apply for this position, please email your resume and CV to: hr@ahkuae.com