

United States Jobs Expertini®

Director of PR & Corporate Communications (Based in Dubai)

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Company: Property Finder

Location: United States

Category: other-general

DUBAI BASED ROLE. Relocation would be required but with highly competitive, tax free salary package. Company Profile: Property Finder is the leading digital real estate platform in the Middle East and North Africa region. A UAE-born startup, Property Finder expanded its operations to Qatar, Bahrain, Saudi Arabia, Egypt and Turkey over the years. The company is one of the largest technology start-ups in the region and on a journey to becoming a Unicorn. Role Summary: We are hiring a strategic PR leader who will lead the PR efforts for Property Finder. He/she will collaborate with multiple external and internal stakeholder and partners to ensure Property Finder is positioned as a thought leader across the real estate industry across all media touch points. Key Responsibilities: Develop and implement a comprehensive public relations strategy that aligns with the Property Finder's goals and objectives. Manage a team of junior public relations professionals, providing guidance and support to ensure successful execution of campaigns and initiatives. Effective management of PR agency. Ensure the Property Finder is positioned as thought leaders across the industry through PR coverage, interviews and events. Build and maintain relationships with key media outlets and influencers to secure positive coverage and enhance the organization's reputation. Monitor and analyze media coverage of the organization and its competitors to identify opportunities and risks, and develop appropriate responses as needed. Collaborate with other departments, such as marketing, commercial and product to ensure consistent messaging and effective communication with the public and other stakeholders. Establish and develop effective relationships with relevant governmental entities. Develop and manage the public relations budget, ensuring cost-effective and efficient use of

resources Serve as the organization's spokesperson, responding to media inquiries and managing crisis communications as needed Stay up-to-date on industry trends and best practices, and share knowledge and insights with the team and other departments as appropriate

Desired Qualifications: Bachelor's degree in Public Relations, Communications, Marketing or related field 8-10 years of experience in public relations, with a proven track record of successful campaigns and initiatives Experience managing a team of public relations professionals; client side experience is a must Excellent English verbal and written communication skills Arabic language skills are desirable but not essential Strong media relations skills and existing relationships with key media outlets and influencers Experience managing crisis communications and working with senior executives Strategic thinker with the ability to develop and execute comprehensive public relations strategies Ability to work collaboratively with other departments and stakeholders Strong organizational and project management skills Ability to work effectively in a fast-paced, dynamic environment

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