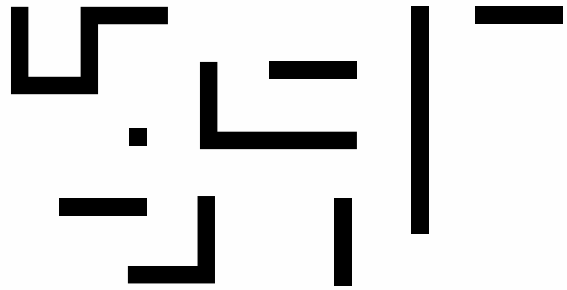


ART DUBAI
BUILDING 7, FLOOR 4, 403A & 404A,
DUBAI DESIGN DISTRICT (D3),
PO BOX 72645,
DUBAI, UAE



Art Dubai

Communications Manager (Dubai, UAE)

At Art Dubai, we are committed to offer exciting new global perspectives and broadening conversations about art beyond traditional, western-led, geographical scopes and narratives. We drive meaningful engagement with the rich cultural heritage and contemporary art practices of the region and extend to territories across Southeast and Central Asia, the African continent, and Latin America.

Join our team to become a part of the Middle East's leading international art fair and make a tangible difference in the cultural landscape of the Global South.

Role Mission

Reporting to the Executive Director, the successful candidate will lead on the overall communications strategies for the fair and its programming. The candidate's key mission will be to amplify the fair's position in the global, regional and local media landscape as well as to successfully drive footfall (physical and digital) to the fair's content through its owned channels and strategic marketing initiatives.

Key Accountabilities

Communications & PR

- Alongside Directors, regularly review and adapt key messaging.
- Lead on PR outreach and proactively build strong relationships with journalists and influencers (both for yourself as well as for the fair's spokespeople).
- Create press releases and other relevant content and oversee translations.
- Manage local and international PR agencies to maximize press coverage for all content.
- Alongside the fair's PR agencies, manage logistics of the Art Dubai press trip (travel, accommodation, transportation and itinerary).
- Lead on logistics and running of the fair's press conferences.
- Manage pre-fair press accreditation (400+ accredited press) and press management at the fair (press welcome desk, press passes, press requests, press room, TV and live radio).
- Track and report on press coverage and flag any critical mentions.
- Manage the fair's critical Q&A and adapt/add to it where necessary.
- Lead on all non-press-related communication faced at the general public, including e-shots, newsletters and announcements.

Social & Digital Media

- Manage the Art Dubai Website, the website press pages and regularly update the website homepage with relevant news announcements.
- In collaboration with the fair's Social Media Manager or agency, ensure our key messaging and appropriate tone of voice are implemented and push SM Manager/agency to maximize engagement and followers.
- Review weekly and monthly progress reports and push for further results where needed.

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- Proactively keep yourself and the team up to date on new digital and social media tools and trends, and seek out training opportunities for yourself and your fellow team members.

Content Creation & Management, Photography & Film

- Lead on the fair's content calendar, including news announcements, written content as well as film and photography.
- Create thoughtful written content for the fair's blog and social media outlets and ensure any content is relevant to the fair's key messaging and reflects its vision.
- Manage fair photography and compile a detailed schedule of all events at the fair. Review photos daily during the fair.
- Together with the fair's film team, manage the creation, translation, subtitling and distribution of filmed content, including, but not limited to, the Art Dubai Portraits, teasers, highlight videos, etc.

Media Partnerships

- Lead on the fair's media partnerships, including selection of potential media partners, outreach and management of deliverables from both sides, including onsite presence and distribution.
- Liaise with the fair's graphic designer on artwork for print and digital ads.
- Create post-fair reports on media partnerships and achieved deliverables and share with Fair Management and Sponsorship teams.

Key Requirements

- At least 5 years' experience in a Communications, PR or marketing role (agency or in-house).
- Meticulous writing and editing skills.
- Ability to work, write and execute under pressure; manage and prioritize multiple tasks while sticking to deadlines.
- Intuitive media savviness, with a thoughtful understanding of the Art Dubai voice and brand.
- Knowledge of the international and MENASA art scenes and markets preferred.
- Arabic colloquial fluency and basic reading/writing preferred.

To apply, please submit your cover letter and CV to careers@artdubai.ae. Any applications not following this format will not be considered.

Application deadline: May 20, 2023