

Marketing and Communications Officer

Arab Water Academy (AWA)

Abu Dhabi, United Arab Emirates

Job Posting Detail

Title	Marketing and Communication Officer
Location	Abu Dhabi, UAE
Category	Professional Staff
Reports to	The Director of the AWA
Closing Date	25-March-2010

Position Summary

The Arab Water Academy (AWA) based in Abu Dhabi seeks an outstanding professional to be in charge of planning, organizing and supervising the marketing and communications direction and public image of the AWA.

Initiated by the Arab Water Council (AWC), the AWA is hosted since July 2008 by the Environment Agency-Abu Dhabi (EAD) in partnership with the Dubai-based International Center for Biosaline Agriculture (ICBA). The AWA is established as a regional center of excellence for executive water education and aims to provide state-of-the-art training and development programs to water policy-makers, executives, managers and academicians across the Arab region and beyond.

Main Responsibilities

The responsibilities of the Marketing and Communication Officer will involve the following strategic, operational, budgeting and relationships management duties:

- Determine the marketing direction of the AWA with the Director
- Innovate and improve on marketing and communications strategies continuously
- Determine key strategic partnerships to form and steps to achieve those partnerships
- Determine fundraising strategy with the Director
- Prepare the Communications Plan
- Help develop donor pitch-book
- Market the AWA courses and activities
- Organize press coverage, events and public outreach and draft press releases
- Pursue speaking opportunities at relevant events for the Director
- Ensure co-ordination across different marketing vehicles
- Assist the Director in preparing annual reports for the Board
- Manage relevant marketing budgets
- Help the Director develop and maintain relevant partnerships
- Help the Director develop a client base
- Help with fundraising efforts through networking, writing proposals...

Qualifications

The Marketing and Communication Officer is expected to have the following qualifications:

- Minimum undergraduate degree majoring in marketing, communications or related field
- Minimum 10 years of work experience in a marketing and communications field, preferably for non-profit organizations/NGOs
- Strong communication, analytical and interpersonal skills
- Ability to prepare and present information clearly and concisely, orally and in writing in English and Arabic.

The Arab Water Academy is an equal opportunity employer and offers a competitive remuneration package. The initial term of office will be for a two-year period and may be renewed.

Applicants should send, no later than 25th March 2010, a cover letter outlining the skills they will bring to the AWA and the relevant experience they possess, salary history as well as a detailed curriculum vitae, including the names and contact details of three references to:

The Arab Water Academy (AWA)
PO Box 45553, Abu Dhabi, United Arab Emirates
Email: application@awacademy.ae

For more information on the Arab Water Academy, please visit the website www.awacademy.ae