

## 1. Job Details:

<b>Position Title:</b>	Head of Public Relations and Marketing	<b>Division:</b>	Qatar National Library
<b>Reports to:</b>	Communications Manager	<b>Department:</b>	International Relations and Communications

## 2. Job Purpose:

The Head of PR and Marketing will manage QNL's reputation and ensure maximum media and PR coverage for the library's functions, collections, events and programs. This includes strategic planning within the context of QNL's overall communications strategy, supervising the development of QNL's communications materials, planning and implementing marketing activities, and developing advertising and sponsorship opportunities.

## 3. Job Dimensions:

Key facts and figures which give an indication of the scope and scale of the job.

<b>Annual Operating Budget/Project Budget/Sales Revenue:</b>			TBD		
<b>Number of Staff Supervised:</b>	0	<b>Direct Reports:</b>	7-10	<b>Contractor/Others:</b>	As appropriate

## 4. Key Result Areas:

### KEY RESULT AREAS

- **Public Relations (PR) Responsibilities:**
  - Design and implement a comprehensive PR plan that aligns with and supports QNL's overall communications strategy.
  - Manage all aspects of QNL PR activities including, but not limited to, the development of QNL press materials; the arrangement of QNL events; the management of all press inquiries, VIP, media and press tours of QNL; and relations with all external PR agencies as appropriate
  - Develop relationships with local, regional and international media channels, and all other relevant stakeholders to identify potential PR opportunities and secure strong and timely coverage of QNL announcements.
  - Monitor media coverage of relevant stakeholders to track information and news of relevance to QNL's activities and services and suggest necessary responses when needed.
  - Develop and update QNL's PR crisis management strategy, create proactive/reactive messages and processes to manage threats, and provide guidance to leadership regarding emerging risks to QNL's corporate brand and reputation.
  - Regularly circulate library key messages to all relevant QNL stakeholders, including staff, to ensure unified messaging.
  - Manage QNL's archive of PR materials, including press, TV and radio coverage about the library and inform any concerned parties as appropriate.
  - Ensure compliance with Qatar Foundation messaging guidelines, brand standards and media relation processes.
- **Marketing Responsibilities:**
  - Design and implement a comprehensive marketing plan that aligns with and supports QNL's overall communications strategy.
  - Manage all aspects of QNL marketing activities including, but not limited to, development of annual and monthly print and digital marketing calendar and operational plans; the management of departmental marketing requests; preparation of marketing briefs; and manage the creative development and execution of QNL marketing and promotional materials (e.g. marketing collaterals, video productions, photography, digital content)

## Head of Public Relations and Marketing

- Develop and implement QNL's digital media and social media strategies and guidelines, and produce monthly web and social media analytical reports.
- Develop, update review, proofread and/or translate the content and layouts of QNL's corporate communication channels and QNL's digital media channels including, but not limited to, web content and design, mobile content and design, AV interactive media channels and social media grids.
- Develop and manage QNL branding activities including branding and design manuals whilst ensuring adherence to Qatar Foundation branding guidelines.
- Identify print and digital media advertising opportunities in line with the approved budget and prepare advertorial and advertising briefs.
- Identify, evaluate, pursue, and develop corporate sponsorships. Negotiate partnership details, monitor sponsor payments, and ensure contractual adherence. Manage any related advertising strategies.
- Manage internal and external marketing relationships including QNL departments, marketing agencies, and media booking requests.
- Develop, implement and analyse measurable research methodologies to enhance QNL's brand and improve patron experience.
- Plan, monitor and review the annual public relations and marketing budgets.
- Formulate and develop operational guidelines for QNL public relations and marketing activities, including formats and policies, and take ownership of relevant processes.
- Undertake other reasonable tasks as assigned by supervisor.

### 5. Operating Environment, Framework & Boundaries:

- Work effectively within a multinational/cultural environment.
- Understand QNL HSE requirements.
- Adhere to QF policies and procedures.
- Understand the sensitivity of the role and the importance of confidentiality and professional work.

### 6. Communications and Working Relationships:

- Communications Manager – frequent contact to exchange information and obtain approvals.
- Public relations and marketing staff – frequent contact to exchange information and provide guidance.
- QNL and QF Legal & Finance – contact as needed to create contracts.
- QF Communications – frequent contact for information exchange and messaging alignment.
- QNL senior management and all departments – regular contact as required.
- Media – frequent contact to disseminate information and respond to requests for information.
- Work with other external parties as required.

### 7. Problem Solving & Complexity:

- Evaluates different options when solving problems
- Refrains from drawing conclusions in the absence of clear evidence, takes time to collect facts before developing a solution
- Considers the medium term as well as immediate short-term impact of outcomes and actions
- Demonstrates an awareness of the impact of preferred solution on other projects/ related problems

### 8. Decision Making Authority & Responsibility:

- Accepts responsibility / accountability for own decisions and explains the rationale
- Reviews available information in conjunction with interested parties and arrives at decisions by consensus judging degree of consultation needed to ensure commitment
- Remains calm and resourceful when making difficult decisions, basing them on facts
- Ensures decisions are taken by self and group after reviewing available information while exhibiting reasonable foresight

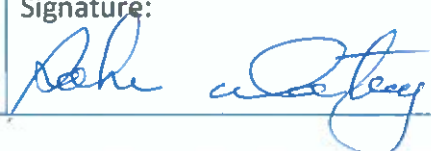
### 9. Knowledge, Skills & Experience:

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- Bachelor degree in Public Relations, Marketing and/or Communications Management or a related field; Master's or higher degree is preferred.
- 8-10 years of relevant full-time work experience, preferably in a large organization, at least 5 of which in a supervisory role; project management certification or experience is an advantage.
- Experience in strategic planning and proposal development, and in the identification, solicitation and closing of sponsorship agreements.
- Knowledge of corporate and foundation funding trends, corporate social responsibility, philanthropy, corporate giving, and the methods, practices & procedures of cause-marketing and public relations programs.
- Excellent interpersonal, negotiation, and presentation skills.
- Excellent time management, planning, and project management skills.
- Excellent writing skills with the ability to draft and edit a variety of written reports and communications and to articulate ideas clearly and concisely.
- Proficiency in MS Office applications.
- Arabic and English fluency.

### 10. Approvals:

*Statements in this Job Description are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.*

Approved:	Signature:	Date:
Name:		10.8.17