



## Job Description – Head of Media

**Position:** Head of Media

**Reports to:** Communications Director / Chairman & Managing Director

**Department:** Media & Creative

### Role Overview

The **Head of Media** at **NAWA** is responsible for **leading all media production and creative storytelling**. This role oversees designers, video editors, photographers, and social media producers to ensure **NAWA's brand** is consistently presented at the highest level. The **Head of Media** plays a strategic role in amplifying NAWA's message, capturing its programs, and showcasing its impact to the **community, sponsors, and partners**.

This is both a **creative leadership role** and a **strategic growth role** within NAWA, with **clear opportunities** for advancement into **executive leadership**.

### Key Responsibilities

- Lead and manage the entire Media Department (design, video, photography, social media).
- Set creative direction for NAWA's programs, conferences, academies, and campaigns.
- Ensure professional coverage of all NAWA events, creating highlight reels, recaps, and sponsorship deliverables.
- Collaborate with PR and Communications teams to maximize sponsor visibility and NAWA brand presence.
- Maintain a consistent visual identity across all platforms and outputs.
- Mentor junior creatives, interns, and volunteers within the media unit.

### Qualifications

- Proven leadership experience in media, communications, or creative direction.
- Strong portfolio of work (video production, design, campaigns).
- Proficiency in creative software (Adobe Creative Suite, Premiere Pro, Final Cut, DaVinci Resolve, Canva).
- Ability to manage a team and deliver high-quality outputs under deadlines.
- Strong understanding of branding, storytelling, and audience engagement.

Sincerely,

**Abdullah Al-Edini**

Managing Director and Chairman of the Board