

## POSITION DESCRIPTION

<b>Title:</b>	Sr. Media & Corporate Communications Specialist	<b>Location:</b>	Head Office
<b>Department:</b>	Administration	<b>Reports to:</b>	CAMO
<b>Prepared by:</b>	CAMO	<b>Date:</b>	July 2014

### Overall Purpose:

To develop and coordinate marketing and communications content, for both internal and external requirements in support of National Ambulance's clinical and business objectives

### Roles and Responsibilities

The Sr. Media & Corporate Communications Specialist roles and responsibilities may cover the following:

- Design and develop marketing materials such as Company brochures and website
- Develop and integrate marketing activities across departments and projects such as logos and templates
- Develop and maintain the Company's website, reviewing weekly to keep site content updated and current
- Monitor production of marketing materials to ensure consistency and appropriateness
- Develop and implement the Company's communications and public relations including internal and external communications
- Evaluate and implement Company participation in community programs and exhibitions
- Prepare annual marketing budget and monitor marketing-related expenses
- Develop content using messaging which is consistent with the Company brand and business needs
- Develop creative content for multiple public-facing platforms
- Disseminate news to the organization through multiple internal platforms, such as newsletter, using email and intranet
- Develop communications strategies to support the objectives and mission of National Ambulance
- Contributes to team effort as required

### QHSE & BC:

- Engage, understand and participate in Quality Health Safety and Environment (QHSE) Management System & Business Continuity (BC) Compliance and Improvement
- Participate in QHSE and BC Risk Assessments / Inspections and conduct investigations into non conformances, near misses, incidents or complaints.

### Professional and Academic Expertise

- Bachelor's degree in Business Administration, Communications, Public Relations, Journalism or related field, is required
- Minimum of 4 years' experience in the communications field
- Demonstrate Customer focus
- Strong problem-solving skills and ability to develop creative solutions
- Excellent oral and written communication skills
- Ability to speak and write proficiently in English is required
- Ability to speak and write in Arabic is preferred
- Social media experience is preferred
- Experience using SharePoint content management system is desirable
- Ability to work in a multicultural environment, sensitive to local culture and stockholders' requirement

### Change Brief

Version No.	Date	Changes
1	July 2014	New PD
2	August 2015	Update Department and reporting line
3	July 2019	Due to review no changes
4	January 2020	Updated the title (put Sr.) change the reporting line manager and Department From CEO to CAO under administration
5	February 2022	Changed "CAO" to "CAMO" Changed "Chief Administrative Officer" to "Chief Administrative & Medical Officer" Modified as per standard template

Review & Approval:

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Chief Administrative & Medical Officer