

Job Description: Communications Manager

About the Al Qasimi Foundation

The Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research (AQF) is a leading philanthropic organization based in Ras Al Khaimah, United Arab Emirates. The Foundation supports the social, cultural, and economic development of RAK and the wider UAE through research, policy engagement, capacity development, and community programming.

The Foundation also curates the RAK Art Festival, an international platform showcasing contemporary art, cultural heritage, and digital innovation, attracting audiences from across the UAE and GCC.

Position Overview

The Communications Manager will lead AQF's integrated communications strategy while taking a hands-on role in content creation and digital media execution. This role is ideal for a professional who combines strategic vision with the creative and technical ability to produce high-quality campaigns across platforms.

This role will champion brand visibility, reputation management, stakeholder engagement and lead innovative digital marketing initiatives to drive growth, awareness and impact.

The successful candidate will be directly responsible for designing, writing, editing, and producing digital assets, ensuring the Foundation and the RAK Art Festival maintain a dynamic and engaging public presence.

Key Responsibilities

Strategy & Leadership

- Develop and execute a comprehensive marketing and communications strategy for AQF and the RAK Art Festival with a heavy emphasis on digital platforms.
- Positioning the AQF as a cultural, intellectual, or sector thought - through strategic and innovative storytelling, digital campaigns, and targeted media engagement.
- Ensure consistent brand voice, identity, and messaging across all communication channels.

Digital Media & Content (Hands-On)

- Lead and actively contribute to digital strategy and channels directly (website, social media, SEO/SEM, media, website management, analytics, newsletters)
- Create and publish original content: graphics, short videos, photography, infographics, and written stories.

- Write and edit engaging material including press releases, speeches, newsletters, and op-eds.
- Oversee website design, optimization, and analytics to enhance user experience and engagement.
- Leverage creative and AI-driven tools for content generation and analysis, enhancing campaign performance and reach.
- Analyze campaign performance to improve reach and engagement.
- Drive press engagement, influencer outreach, and social media activations directly or via partnerships.

Event & Festival Marketing

- Lead marketing for the RAK Art Festival and its components (Contemporary Art Fair, culinary residencies, workshops)
- Design and implement digital campaigns that generate buzz and exclusivity to attract visitors from across the UAE and GCC
- Produce promotional visuals, video briefs, and festival communications
- Handle press engagement, influencer outreach, and social media activations directly

Stakeholder Engagement

- Build and maintain strong relationships with media, influencers, partners, and key stakeholders, internally and externally.
- Manage media relations, crisis communications, and proactive reputation-building initiatives.
- Support AQF leadership with high-quality communication materials
- Ensure strong internal communications across the Foundation

Analytics, Reporting & Budget Management

- Establish KPIs, analyze performance data, and report regularly on campaign outcomes, trends, and recommendations for optimization.
- Manage digital marketing/communications resources, departmental budgets, and vendor relationships to maximize impact and value.

Candidate Profile

Qualifications & Experience

- A bachelor's degree in marketing, Communications, Media, or a related field as a minimum (master's preferred).
- Over 5 years experience in communications with proven hands-on creative skills
- Strong portfolio showing self-produced content (social media campaigns, videos, graphic design, photography, and written work)
- Experience in cultural event/festival marketing is a strong advantage

Skills & Competencies

- Proficiency with creative software (Adobe Creative Suite, Canva, video editing), digital platforms (Google Analytics, Meta Suite, SEO/SEM, CRM/automation tools such as HubSpot or Mailchimp).
- Strong expertise of digital marketing strategy and digital marketing platforms: Google Analytics, Meta Business Suite, SEO/SEM, Mailchimp/HubSpot
- Excellent writing and storytelling skills in English (Arabic an asset)
- Ability to balance strategic planning with hands-on production
- Creative, detail-oriented, and comfortable working in a fast-paced environment
- Ability to utilize AI-driven tools and platforms (e.g., for content generation, analytics, social listening, and campaign optimization) to enhance efficiency and creativity

Management Skills

- Strong leadership and team management abilities to guide and mentor staff.
- Proven experience in project and stakeholder management.
- Capacity to oversee multiple initiatives simultaneously with effective prioritization.
- Strategic decision-making and problem-solving skills in dynamic environments.

Compensation & Benefits

- Competitive, tax-free salary
- Healthcare benefits
- Professional development opportunities
- A front-row role in the flagship RAK Art Festival, driving creativity and cultural exchange
- Value-driven organizational culture and the chance to drive creativity, cultural exchange, and positive impact.

Application Requirements

Candidates must provide:

- CV
- Cover Letter
- Creative Portfolio, including:
 - Social media campaigns/accounts managed directly
 - Design samples (graphics, posters, infographics)
 - Video or multimedia projects
 - Writing samples

One with portfolio will be considered.