

Job Description: Digital Marketing and 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 **Digital Marketing and Communications Manager** will lead AQF's integrated marketing and communications strategy while taking a hands-on role in digital marketing execution, performance-driven campaigns, and content creation. This role is ideal for a professional who combines strategic vision with strong digital marketing expertise and the creative and technical ability to produce high-quality campaigns across platforms.

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

The successful candidate will be directly responsible for designing, writing, editing, optimizing, and producing digital assets and marketing campaigns, ensuring the Foundation and the RAK Art Festival maintain a dynamic, high-performing, and engaging public presence across digital channels.

Key Responsibilities

Strategy & Leadership

- Develop and execute a comprehensive digital marketing and communications strategy for AQF and the RAK Art Festival with a strong emphasis on growth marketing, audience acquisition, and digital performance.
- 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 and digital marketing channels.

- Identify emerging digital trends, tools, and platforms to enhance visibility, reach, and engagement.

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)
- Plan, execute, and optimize paid and organic digital campaigns (Meta, Google Ads, display, retargeting, email automation).
- Lead and guide the creative team in developing content (graphics, short videos, photography, infographics, and written stories) optimized for digital performance.
- Collaborate with agencies (PR agency, social media agency, digital agency, creative agency) and other vendor partners.
- Oversee website design, UX optimization, SEO performance, conversion tracking, and analytics to enhance user experience and engagement.
- Collaborate with the team in the development of landing pages, email journeys, and social media funnels to drive registrations and engagement.
- Leverage creative and AI-driven tools for content generation and analysis, enhancing campaign performance and reach.
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets.
- Handle press engagement, influencer outreach, and social media activations directly or via partnerships.

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 across digital platforms.
- Support AQF leadership with high-quality digitally optimized communication materials.
- Ensure strong internal communications across the Foundation, leveraging digital platforms for alignment and engagement.

Analytics, Reporting & Budget Management

- Establish KPIs, analyze performance data, and report regularly on campaign outcomes, trends, and recommendations for optimization.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Manage digital marketing and communications resources, departmental budgets, and vendor relationships to maximize impact and value.

Candidate Profile

Qualifications & Experience

- A bachelor's degree in Marketing, Communications, Digital Marketing, Media, or a related field as a minimum (master's preferred).
- Over 5 years experience in digital marketing and communications with proven hands-on campaign management and creative skills
- Demonstrated experience managing paid digital campaigns and performance marketing initiatives.
- Strong portfolio showing self-produced content (social media campaigns, digital ads, 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 marketing platforms (Google Analytics, Google Ads, Meta Suite, SEO/SEM tools, CRM and marketing 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)
- Skilled in budget planning and budget management, with a proven ability to set KPIs and lead teams to deliver measurable results.
- Creative, analytical, organized, 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 annual salary: AED 200,000–250,000 (depending on skills, experience, and qualifications).
- Comprehensive health insurance
- Annual professional development budget
- The chance to drive creativity, cultural exchange, and positive impact in a value-driven organizational culture.

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