



JOB DESCRIPTION

Position Title : **PR & Marketing Coordinator**

Department : **Marketing**

Scope of work (JOB PURPOSE)

The PR & Marketing Coordinator supports the PR & Social Media Manager in planning and executing LEGOLAND Dubai Resort's PR and Social Media activities. This includes the Theme Park, Water Park and Hotel. The PR & Marketing Coordinator will be responsible to manage media visits and assist with daily tasks in the PR department. He or she will assist the Head of Marketing and wider team on daily operational tasks.

Main Responsibilities

- Support the PR & Social Media Manager with media site visits, PR events and other PR activities, including monthly reporting.
- On-ground support including management of media photo shoots and filming at the resort.
- Assist the PR & Social Media Manager with social media campaigns, posts, responses and reports.
- Support with updating website with the resort events etc.
- Handle ticket requests for the department, including complimentary tickets; monitor and track requests.
- Fully support with Marketing Department admin, including processing of invoices, maintaining budget tracker etc.
- Assist the Head of Marketing and the team in day to day operations.

Qualifications, Experience, & Skills

Preferred Bachelor's degree in business, marketing, communications or similar field. Ideally 1-2 year's work experience at PR agency or PR department or in a client/guest facing role

- Highly organised and detail-orientated, with a focus on accuracy & quality
- Great team player with excellent communication skills
- Fluent in English, both verbal & written. Knowledge of Arabic or Russian is a plus (verbal & written)
- Knowledge and understanding of the key social media channels (Facebook, Instagram, TikTok etc)
- Basic copy-writing skills

Disclaimer: Job descriptions are not exhaustive and the job holder may be required to undertake duties which are in line with but not limited to the above responsibilities



- Good MS Power Point and Excel skills
- Available and willing to work weekends when required

Job Dimensions

Immediate Superior	Manager - PR
Immediate Subordinates	None

To Apply

Please email your CV and Covering letter to Maitha.Alharmoudi@LEGOLAND.ae

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