



JOB DESCRIPTION

Position Title : **PR Manager**

Department : **Marketing**

Scope of work (JOB PURPOSE)

- 1) Responsible for strategic development & successful delivery of the LEGOLAND® Dubai Resort public relations strategy.
- 2) Drive local, regional and international press coverage for the Park, Water Park and Hotel, with a particular focus on raising the hotel's profile in international key source markets.
- 3) Maximise relevant media, influencer and blogger relationships, securing positive affinity and exposure for our brand.
- 4) Line manager to Social Media Executive, supporting them in optimising content & engagement in line with communications strategy.
- 5) Push seasonal event and commercial content to local English & Arabic media.

Main Responsibilities

- Develop and execute the PR strategy, generating maximum positive publicity for LEGOLAND Dubai Resort, both locally, regionally and in selected international markets.
- Build strong relationships with key media to ensure coverage on new initiatives and activities across the Resort.
- Manage the Social Media Executive to ensure social strategy is aligned, and actively coach them in their development.
- Fully Manage all media/influencer/VIP visits to Park and Hotel, working closely with the Operations Team to successfully deliver outstanding experiences.
- Work closely with F&B team to promote monthly dining promotions in the Parks and Hotel.
- Drive maximum media coverage to in-park events working in close collaboration with the Events Team on the annual Events Series Plan.
- Actively identify new opportunities and unique PR stunts to elevate the LEGOLAND brand within the media circle.

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



- Use initiative to secure and actively manage regular CSR projects and collaborations.
- Management of external PR agency as necessary.
- Ensure effective liaison and collaboration with Merlin Entertainments Group corporate communications team and Dubai Parks & Resorts destination management team.
- Work closely with Brand Team, Sales Team and Dubai Parks & Resorts PR team to ensure close PR alignment on all sales and marketing initiatives.
- Where required, support Guest Services in content development (soft approach) for complaint responses.
- Support internal team with key internal communications.
- Ongoing management of Crisis Management communication plan and regularly keeping up to date.

Qualifications, Experience, & Skills

- Requirements:**
- Bachelor's degree in media studies, communication or similar with a minimum of 5 years PR experience.
 - Solid understanding of local media landscape within the GCC. Experience with media in UK, CIS Markets, India or China is a plus.
 - Good network with local media.
 - Excellent project management skills.
 - Ability to work in cross-functional teams.
 - Fluent in English (Arabic speaking a plus)
 - Able to work weekends for key rollouts & managing media partner/influencer visits (in return for lieu day credit)

Health & Safety

Managers/Supervisors are responsible for all aspects of Health, Safety & Security within their department, in line with the Group Policy (HS001). In particular, they must ensure that risk assessments have been carried out, that safe working procedures are in place for all work activities and that all employees under their management are aware of the Group Health, Safety and Security Policy and their obligations under it. They must ensure that safe working practices are monitored, and that risk assessments and procedures are reviewed regularly. Where incidents do occur, they must ensure that they are investigated appropriately and that where necessary, corrective action is taken to ensure that such incidents are not repeated.

Job Dimensions

Immediate Superior	Head of Marketing
Immediate Subordinates	Social Media Executive

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To Apply

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