

Job Description



1. Job Details:

Position Title:	Head of Public Relations		
Reports to:	Support Services Manager	Department:	Support Services

2. Job Purpose:

Head of Public Relations will develop and oversee all external communication strategies in the global and domestic context of program activities, accomplishments and public awareness. This will include advancing a consistent and positive image of QNRF.

3. Job Dimensions: Key facts and figures which give an indication of the scope and scale of the job.

Annual Operating Budget/Project Budget/Sales Revenue:		\$ 0	
Number of Staff Supervised:	Direct Reports:		Contractor/Others:

4. Key Result Areas:

KEY RESULT AREAS

- Oversee interactions with international and domestic stakeholders, including government research funding agencies, other research organizations, and for-profit companies
- Maintain consistent message across all media through press releases, managing editorial placements, general announcements, annual reports and other supporting or promotional material including PowerPoint presentations, speeches, Web and print collateral
- Manage External Relations staff, including recruitment, training, workflow, and evaluation
- Develop strong, ongoing relationships with national-level news media and secure positive and consistent media visibility
- Participate in important events and conferences including tradeshow, relevant speaking engagements and sponsorships—all directed toward promoting and elevating the QNRF brand
- Effectively manage and oversee QNRF's Web presence as a marketing and communications resource
- Work with the Executive Director and other staff to respond to *ad hoc* information requests from media and other external organization

5. Operating Environment, Framework & Boundaries:

The Head of Public Relations will work primarily at QNRF's offices. Work outside of QNRF's offices will include site visits to grantees, other scientific organizations in Qatar, government funding agencies, for-profit companies,

and relevant speaking engagements. He or she may also attend trainings in Qatar and occasionally be asked to travel internationally.

6. Communications and Working Relationships:

- The Executive Director – For assignments and guidance on carrying out his or her assigned tasks; for development of a clear and consistent message about the organization and how to appropriately convey that message to outside parties; for information on new directions, goals, and priorities of the organization.
- The Support Services Manager– For assignments and guidance on carrying out his or her assigned tasks.
- Public Relations staff – To manage day-to-day activities including recruitment, training, workflow, and evaluation
- Program staff – To gather information on new and continuing program activities that may be used to inform outside parties about the organization

7. Problem Solving & Complexity:

- The Head of Public Relations must be able to draw on an understanding of media relations and international communications; public relations initiatives/strategies; and QNRF programmatic goals.
- He or she will need to work with various print/online media formats to effectively create, maintain, and disseminate a clear and consistent message.
- He or she will need to be comfortable working in a collaborative environment and interacting with diverse constituents.

8. Decision Making Authority & Responsibility:

- The Head of Public Relations assures that all communications to outside parties of the organization provide accurate and appropriate information
- He or she will be responsible for managing and implementing public relations and media strategies, in consultation with the Executive Director and Deputy Director of Support Services.
- He or she will be responsible for managing day-to-day operations of all External Relations staff.
- He or she will be responsible for representing the organization at meetings, tradeshow, and conferences.
- He or she will be responsible for developing strong relationships with national and international news media and promoting a positive image of the organization.

9. Knowledge, Skills & Experience:

What the job holder must know, what experience must the job holder have had and what must the job holder be able to do in order to achieve the principal Accountabilities

Knowledge:

- B.A./B.S. required; M.A./M.S. preferred
- An interest in the fields related to QNRF activities preferred

Skills:

- Media relation skills including top-tier publications, trade and broadcast

- Ability to communicate and interact effectively and professionally
- Demonstrated ability to contribute at both a strategic and operational level; creative thinking, as well as strong critical and analytical skills
- Excellent written and oral communication skills
- Strong interpersonal skills; able to communicate effectively at all levels of the organization, and to media and external constituents and stakeholders
- Proficiency in office productivity software, and working knowledge of Web and graphic design software
- English language fluency required, Arabic strongly preferred

Experience:

- 8-10 years experience in public relations, including holding position as driver of strategic PR initiatives with proven results
- Significant experience with international communications, preferably with a grant-making or scientific organization

10. Approvals:

Statements in this Job Description are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.

Approved:

Name:

Name:

Signature:

Date: