

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-462-2021
Company Name	OMT
Industry	Financial Services
Vacancy	Content Writing & PR Specialist
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full Time
Major(s)	Translation or Public Relations
Degree	Bachelor 's degree
Years of Experience	4-5 years
Location	Head Office - Badaro, Beirut
Remuneration & Benefits	Medical & life insurance NSSF Yearly bonus depending on performance Schooling allowance Transportation
Tasks & Responsibilities	<p>Reports to: Corporate Relations Director</p> <p>Position Summary: Responsible for creating and writing external and internal communications related to stakeholders, press content and OMT brand. Also responsible for communicating key messages to OMT stakeholders, monitoring market competition, conducting research, maintaining collaborative relationships between OMT and its public and for establishing positive associations with mass media on behalf of OMT.</p> <p>Primary Duties and Responsibilities:</p> <p><i>Content Writing & Corporate Communications</i></p> <ul style="list-style-type: none"> • Understands OMT business and operating model and tailors written communications & memos to fit OMT & Stakeholders needs • Creates communication programs that effectively describe and promote OMT services and products • Researches, writes and distributes press

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releases and other communications

- Tracks, monitors, measures and disseminates, both social and traditional media mentions; maintains and responds to public media inquiries
- Develops content for publication including brochures contents, proposals, handouts, memos, direct mails, postings, internal and external newsletters, etc...
- Manages all aspects of OMT website & mobile application by creating, maintaining and editing/ updating all content information, including editing and production of written outputs in English and Arabic and the posting of visual material; collaboratively ensures content-related protocols to keep website up-to-date
- Collates and analyses media coverage; liaises with, and answers inquiries from key spokespeople, media and colleagues
- Engages with OMT Stakeholders to interpret and analyse new/existing services processes in order to come up with relevant corporate communications

Media Relations

- Establishes and maintains positive associations with the public and media on behalf of OMT in order to sustain brand impact and optimize customers experience
- Participates in implementing the PR strategy by coordinating and executing related public relations and corporate communications content & projects in order to maximize the impact and awareness of OMT brand and services
- Researches and monitors daily news, market competition (on websites, newspapers, magazines, etc...); reports findings to concerned parties
- Participates in organizing events and press conferences
- Plans for media content distribution and booking across targeted media and defined targeted audience
- Monitors OMT content distribution and

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ensures its implementation within planned budget and schedule

Knowledge, Skills, and Abilities:

Qualifications:

- University Degree in Translation or Public Relations

Technical Skills:

- Advanced written & verbal communication in both Arabic & English French is a plus
- Experience in writing press releases, editing and copy writing articles
- Proficiency in Microsoft Office especially in PowerPoint

Relevant experience:

- 4-5 years

Key Competencies:

- Ability to write in a journalistic style that is customary for corporate and external publications
- Ability to coordinate efforts of various teams in order to present a coherent message
- Ability to build and maintain positive relationships
- Excellent organizational skills and attention to detail
- Excellent time management skills with the proven ability to meet deadlines

Key Interactions:

- External: Media Channels, Third parties
- Internal: All OMT departments depending on business needs