



Director of Communications

Office of Communications
Reports to Executive Vice President

Position Objective

The American University in Dubai seeks an ambitious, creative, and experienced professional to lead its Office of Communications. The Office of Communications is vital to enhancing the university's reputation, attracting exceptional students and faculty, and fostering strong partnerships. The Director of Communications will provide strategic leadership to the university's institutional communications functions—both internal and external. In consultation with the President, Executive Vice President, and other senior leaders, the Director will develop and execute a robust institutional communications strategy that positions AUD as a university of choice. The Director will ensure institutional communications efforts effectively advance the university's strategic priorities and position AUD favorably among national, regional, and global audiences.

This is a particularly exciting time to join the American University in Dubai. Under new presidential leadership, AUD is embarking on a five-year strategic planning process, launching innovative new degree programs, and preparing to celebrate its 30th anniversary. The university is poised for significant growth and is seeking a communications leader who can help to shape its future.

Principal Responsibilities

As the Director of the Office of Communications, the incumbent will:

- Develop and implement a comprehensive communications strategy that supports AUD's mission and strategic goals, with a focus on positioning the university as a regional leader in higher education.
- Serve as an advisor to the President and support executive communications.
- Work closely with the President to position the university favorably among key stakeholders, including prospective students, faculty, alumni, corporate partners, and government entities.

- Develop and execute an institutional communications strategy that includes internal communications to faculty, staff, and students. As the university grows, there is increasing need for strategic communication to foster alignment, engagement, and a sense of shared purpose across the community.
- Provide strategic communications counsel for outreach, enrollment, and community relations initiatives.
- Oversee the development and maintenance of the university's brand identity, crafting key messages that accurately reflect the university's values and goals to ensure consistency across all communication materials.
- Lead institutional storytelling to strengthen AUD's reputation and visibility within the UAE and Gulf region.
- Ensure alignment of communications outputs with AUD's brand, mission, and values.
- Author and disseminate high-quality, impactful content for various stakeholders, ensuring consistency in tone, style, and messaging.
- Lead the university's digital communications efforts and strategy, including social media platforms, website content, and email newsletters.
- Oversee the production of written and visual content for university publications, websites, newsletters, and social media, ensuring all content is high-quality, aligns with the university's voice, and is strategically relevant.
- Monitor digital engagement metrics to optimize strategies for outreach and engagement and leverage digital tools to enhance the university's online presence and reputation.
- Supervise the Communications Office team, external agencies, and freelance talent, ensuring high-quality and consistent messaging across all platforms.
- Support the promotion of university events, including academic conferences, alumni gatherings, and major fundraising activities, and collaborate with other departments and stakeholders to ensure effective communication.
- Manage and evaluate the effectiveness of communication strategies through established metrics and continuous improvement practices.
- Oversee crisis communications and act as a strategic advisor during institutional challenges.

Competencies and Skills

- High-level strategic thinking and tactical planning in integrated communications
- Exceptional writing, storytelling, and project management skills
- Expertise in digital content strategy, social media management, and analytics
- Strong interpersonal skills with demonstrated ability to lead and inspire teams
- Ability to manage multiple priorities in a fast-paced environment
- Awareness of key trends in higher education and media
- Strong sense of style and compelling aesthetic vision

Essential Qualifications

- Full Proficiency in English (oral and written)
- Business Fluency in Arabic (oral and written)
- Bachelor's degree in communications, public relations, marketing, or a related field
- 8-10 years of progressive experience in communications, public relations, or marketing, with at least three years at a supervisory/managerial level
- Demonstrated expertise in strategic communications, digital media, and brand management
- Demonstrated success in building institutional reputation or image
- Familiarity with the UAE/Gulf marketing communications landscape

Preferred Qualifications

- Master's degree in a relevant field
- Experience in higher education communications
- AI-savvy

Applications will be accepted and evaluated until this position is filled.

Preference will be given to candidates who are already located in the UAE.

Interested applicants must submit the following required documents via email to **recruitment@aud.edu**.

Please state the title of the position as the subject of the email.

- Cover letter
- Updated CV
- Contact information of three (3) academic/professional references

No telephone calls please.

While we thank all applicants for their interest, only those under consideration will be contacted for a follow-up interview.