



Director of Communications

Office of Communications
Reports to Executive Vice President

Position Objective

The American University in Dubai seeks an ambitious, creative, and collaborative 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, serving both internal and external stakeholders. In cooperation 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.

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 while preserving the tone and academic positioning of the university.
- Advise and support senior management on executive communication.
- Work closely with the University leadership and other key stakeholders to position the university favorably among key stakeholders, including prospective students, faculty, alumni, corporate partners, and government entities, through the development and dissemination of high-quality, impactful content, ensuring consistency in tone, style, and messaging
- Deploy strategic communication to foster alignment, engagement, and a sense of shared purpose across the community.
- Provide strategic communications consultation and support for outreach, enrollment, and community relations initiatives.
- Oversee the refinement and maintenance of the university's brand identity,

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crafting key messages that accurately reflect the university's mission, values, and goals; self-imposed guidelines; and compliance with regulatory requirements to ensure consistency across all communication materials.

- Lead institutional storytelling to further strengthen AUD's reputation and visibility within the UAE and Gulf region.
- Perform on a regular basis a thorough analysis of regional and international market competition and market need to reassess AUD's positioning.
- 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 but not limited to commencement, academic conferences, and alumni gatherings, and collaborate with other departments and stakeholders to ensure effective communication.

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 participate in as well as 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.