

Senior Content Writing & Communication Specialist- OMT

Founded in 1998, being Western Union accredited agent and holding the largest agent network in the country 'over 900 locations', OMT is the pioneer provider of financial services with a leading market position in Lebanon

Location: Beirut

Major: degree in Languages & Translation, Mass Media & Communication, or any related field

Experience: 7-10 years

Major Responsibilities:

- Create and write external and internal communications related to stakeholders, press content and OMT brand
- Communicate 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
- Create communication programs that effectively describe and promote OMT services and products
- Research, write and distribute press releases and other communications to targeted media and defined targeted audience; follows-up on their distribution
- Track, monitor, measure and disseminate, both social and traditional media mentions; maintain and respond to public media inquiries
- Develop content for publication including brochures contents, proposals, hand-outs, memos, direct mails, postings, internal and external newsletters, etc...
- Manage OMT website & mobile application content by creating, maintaining and editing/ updating all content information, including editing and production of written outputs in English and Arabic; collaboratively ensures content-related protocols to keep website up-to-date
- Participate in organizing events and press conferences
- Engage with OMT Stakeholders to interpret and analyze new/existing services processes in order to come up with relevant corporate communications
- Establish and maintain positive associations with the public and media on behalf of OMT in order to sustain brand impact and optimize customers experience
- Participate 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

Additional Requirements:

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

How to apply:

Kindly send your CV and contact the Career Services Center, E-mail:

career.services@balamand.edu.lb, Ext. 7801; 7802