

Job Profile	
Job Name	Manager
Department	Media
Responsibility scope	<ul style="list-style-type: none"> ▪ To supervise & Manage the development and implementation of the TRA media policy and plans, ▪ To promote the TRA's image in Oman locally and internationally in order to ensure the proper and timely communication of various TRA's event and decisions to the consumers, operators, ▪ Enhancing the internal communications among TRA staff.
Key Responsibilities	<ul style="list-style-type: none"> • Develop and oversee the implementation of media department policies and procedures in order to ensure that the department has protocols and standards in place to follow and to ensure the relevant policies and procedures are complied with. • Manage & Supervise the development of a short and long term media and awareness plans, including setting targets for each awareness and media campaigns launched and designed with the implementation follow up. • Identify main target groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan in order to keep customers aware about the latest developments in the authority • Supervise awareness related activities such as preparation of various awareness bulletins, tracking and following-up on what is written in newspapers and magazines, local, regional and international about the telecommunications sector, reviewing announcements and broadcast made through various media means and arranging meetings with the media on different occasions, as required. • Ensure the circulation of all relevant and useful articles, pamphlets, brochures and papers relating to the various TRA units on the telecommunications sector with the aim to raise knowledge and awareness on new developments • Lead the development of awareness films for different channels containing various TRA activities in order to ensure consistency in the message and alignment with the media policies and plans • Organise seminars and meetings between the press, media and senior officials regarding the regulations of the telecommunications sector in order to ensure active involvement of stakeholders as well as dissemination of consistent information • Supervise the received requests and respond to media enquiries related to TRA and its activities ensuring that TRA's brand and public image continue to be positively perceived • Establish and maintain effective working relationships with consumers, government officials, and media representatives

	<p>and use these relationships to develop new business opportunities</p> <ul style="list-style-type: none"> • Oversee and review periodic reports on media messages, content, policies, etc. and provide necessary feedback and recommendations to the management, • Carrying out any other task related to the department assigned to him / her by the management. • Manage the day to day operations of the media department providing guidance and professional advice to the Executive Manager, & encouraging teamwork and facilitating related professional work processes in order to achieve high performance standards in line with strategic objectives • Ensure completion of performance management, recruitment and training and development processes for staff in own department to ensure high levels of engagement and a motivated work environment • Identify opportunities for continuous improvement of media systems, processes, practices, contemporary theories and methods taking into account ‘international best practice’, improvement of processes, and service quality improvement • Participate and present, in media events when required in order to ensure the consistency in the content of information shared with the public to maintain TRA’s image • Ensure liaising with other units, as and when needed in order to receive or provide the required support, input/guidance regarding the content and information on TRA shared with others through media
Candidate Profile	Bachelor in Mass communication , Media with 10 years of experience
Specific Job Skills	<ul style="list-style-type: none"> • Proven ability to effectively manage relationships with media representatives and required agencies or bodies • Strong written and spoken communication skills (Arabic and English) • Ability to work under pressure and meet deadlines • Ability to work with limited tools and resources • Strong project execution skills • Good presentation skills • Good knowledge and ability of how to present information to different audiences including general public, experts and high level decision-makers
Computer Skills	Proficiency and practical ability in MS office.