

Open Vacancy

Position	Content Marketing & Conference Executive
Report to	Content Marketing & Conference Manager
Organization Name	CONNECT, a brand of Oman Exhibition Organizing Company LLC
Qualification	- University degree - Experience 3+ years in the field of content marketing
Relevant Industry	Exhibitions, events, and conferences.
Applies for	Omani Nationality
Key Experience and Skills	- Strong verbal and written communications skills in both Arabic and English. - Multi-tasking and time-management skills. - Ability to work under deadlines and during live events - Microsoft Office and collaborative productivity tools - Speaker research, social media content development and editing, and digital marketing. - Conference programmed, content writing and copywriting.
Job Summary	The role provides an opportunity to work across major exhibitions and conferences in Oman, collaborate with government and private-sector stakeholders, engage with industry leaders and contribute to content and conference programmed covering some of the Sultanate's most important economic sectors. We are looking for someone who is organized, proactive and comfortable managing multiple deadlines in a fast-paced events environment. Strong attention to detail, good interpersonal skills and an interest in industries such as energy, sustainability, infrastructure, logistics, healthcare and business events would be advantageous.
To Apply	HR@connectthroughus.com

Key responsibility:

Content Marketing:

- Develop engaging content for social media, websites, email campaigns, newsletters, articles and other marketing channels.
- Research industry trends and identify relevant topics, projects, developments and thought-leadership opportunities for CONNECT's event portfolios.
- Write and edit social media copy, articles, interviews, speaker features, event announcements and promotional content.
- Support the implementation of year-round editorial and content calendars.
- Coordinate with design, digital marketing, PR, video and event teams to ensure timely delivery of content assets.
- Assist with video content development, including interview questions, scripts, briefs and speaker/exhibitor features.
- Support Arabic content development and review to ensure communications are appropriate for Arabic and regional audiences.
- Maintain consistency in brand voice, messaging and editorial quality across platforms.
- Monitor content performance and contribute ideas to improve engagement and audience growth.

Community Management and Development

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- Develop community-focused content and initiatives that encourage participation and strengthen engagement.
- Build and grow professional communities around CONNECT's events and industry platforms.
- Identify and nurture brand advocates, industry ambassadors and thought leaders.
- Monitor community growth, engagement and feedback to improve content and audience experience.
- Support English and Arabic community engagement, particularly with Arabic and regional audiences.

Conference Production

- Support the research, development and production of conference programmed, agendas and industry-focused sessions.
- Research potential speakers, moderators, government representatives, industry experts and thought leaders.
- Coordinate speaker invitations, nominations, confirmations and follow-ups.
- Maintain accurate speaker databases and trackers, including biographies, photographs, presentation details and logistical requirements.
- Assist in developing session topics, panel discussions, fireside chats, keynote themes and speaker briefing documents.
- Liaise professionally with speakers, sponsors, partners, government entities and other stakeholders.
- Support conference operations before and during events, including speaker coordination and programmed management.
- Conduct post-event follow-ups and assist with developing post-event content.