

Oman Promotional Brand Office

The Oman Promotional Brand Office is the national office responsible for implementing the Sultanate of Oman's Unified Promotional Brand Identity. Operating under the Ministry of Commerce, Industry and Investment Promotion, the Office works with government entities and strategic partners to promote Oman through a unified national approach.

The Office contributes to the objectives of Oman Vision 2040 by promoting the Sultanate as a destination for investment, tourism, talent and quality of life. Its work focuses on strengthening institutional coordination, developing national promotional initiatives and ensuring consistency across promotional activities.

As the Office continues to grow, we are seeking qualified professionals to join our team across a range of specialist functions.

Available Positions

Promotional Brand

Lead the implementation and management of the Sultanate's Unified Promotional Brand Identity, ensuring consistency across branding, communications and marketing activities.

Positions

- Head of Promotional Brand
- Digital Marketing Manager
- Social Media Manager
- PR & Communications Manager
- Website Developer

Creative Team

Develop creative content and visual communications that support promotional campaigns across local and international platforms.

Positions

- Creative Manager
- Senior Graphic Designer (2 Positions)
- Content Creator
- Creative Copywriter

Strategic Partnerships

Develop and manage partnerships with government entities, the private sector and international organisations to support the implementation of the Unified Promotional Brand Identity.

Position

- Strategic Partnership Manager

Business Operations

Support the day-to-day operations of the Office through planning, governance, financial management and organisational coordination.

Position

- Business Manager

Who We're Looking For

We are looking for professionals who bring:

- Relevant qualifications and professional experience.
- Strong communication and stakeholder engagement skills.
- Professionalism, accountability and sound judgement.
- The ability to work effectively with colleagues and stakeholders.
- A commitment to delivering work to a high professional standard.

Working at OPBO

Working at the Oman Promotional Brand Office offers the opportunity to be part of a national initiative that contributes to the objectives of Oman Vision 2040.

At OPBO, you will work closely with government entities, the private sector and strategic partners on projects that support the implementation of the Unified Promotional Brand and contribute to strengthening the Sultanate's profile across investment, tourism, talent and quality of life.

Applications

Qualified Omani nationals are encouraged to apply.

Apply online:

www.menahrs.com/opbo