The majority of technical staff, such as cameramen, webmasters and interpreters, would be sourced in-house. ARK has an experienced 12-strong Syrian/Lebanese media production team based in Turkey, most of whom are also fluent English speakers. It includes Syrian artists, video editors, scriptwriters and a well-known citizen journalist trainer. The team is led by a native Arabic-speaking production manager with 14 years’ experience in pan-Arab TV channels and newspapers. ARK can mobilise cameramen throughout Turkey and Syria (from either its offices in Istanbul and Gaziantep, or through its stringer network) and can also call on other professionals as required through its well-established pool of Turkey-based Syrian freelancers. ARK has an in-house department of qualified translators/interpreters (also able to work in Kurdish), experienced in working on communications projects.

Depending on the type of PR and media handling, requisite trainers are likely to be sourced through ARK’s SME network. Notably, this includes RPR, a Lebanese communication and public relations agency, which also specialises in digital and social media. Its experienced team delivers training, and can provide advisory and strategic support. ARK also has worked closely with UAE-based VEEZ, Inc., an agency that helps organisations elevate social engagement for their social media assets and digital presence. VEEZ has already delivered online campaigns for HMG via ARK with a viewing audience of millions. Finally, ARK is partnered with The Stabilisation Network (TSN), a UAE-registered, London-based company that specialises in research and communications pertaining to extremism. All communications work to counter violent extremism will be delivered by TSN.

In addition, ARK employs several strategic communications professionals, including the ex-Director of the Canadian Foreign Ministry Press Office, a research and social change strategist with a background in public opinion research and countering violent extremism, a bilingual Arabist with a background in HMG and military communications, and a public relations and crisis communications professional with 15 years of experience. Collectively, ARK’s communications professionals have experience designing and implementing major campaigns across the Middle East, including Iraq, Syria, Lebanon, and Yemen, as well as Pakistan, Afghanistan, Central Asia, the UK and the US. Cumulatively, they have more than 10 years’ strategic communications experience on the Syria conflict specifically.