



## **JOB DESCRIPTION: Public Relations Officer**

### **JOB SUMMARY**

We are seeking for a highly skilled public relations professional to manage our organization's reputation, develop and implement effective communication strategies and build strong relationships with media stakeholders and the public.

### **RESPONSIBILITIES AND DUTIES.**

- Media relations; by building and maintaining media relationship with media representatives, pitching stories and press releases and managing media inquiries.
- Reputation management; monitoring and managing organization's reputation through crisis communications and conducting reputation analysis.
- Content creation; to write and edit content, develop key messaging and creating visual content.
- stakeholder engagement; by building, maintaining, developing and managing stakeholder relationships and inquiries.
- Research and analysis; conducting research to analyze data to provide insights and recommendations.
- Event planning; by planning to execute events, manage event logistics and coordinate event staffing.
- Budgeting and reporting; you develop and manage budgets, track and measure results to provide regular reporting.

### **REQUIREMENTS AND QUALIFICATIONS**

- Bachelor's degree in public relations, journalism, communications or a related field.
- Proficiency in Microsoft office; i.e., word, excel, power point and outlook.
- Relevant experience ; at-least 2-3 years in communications or related field.
- Strong portfolio ;showcased written samples ,media coverage.
- Excellent communication skills ;written and verbal social media expertise like media platforms.
- Media relations expertise ;established relationships with media representatives and experience in securing media coverage.
- Event planning
- Writing and editing.