

## Job Title

- Public Relations Expert

## Job Goals

- Use a wide range of media to build and sustain good relationships between diverse stakeholders through effective publicity campaigns and PR activities

## Main Duties

- liaising with and answering enquiries from media, individuals and other organizations, often via telephone and email
- researching, writing and distributing press releases to targeted media
- monitoring, collating and analyzing media coverage
- writing and editing in-house bulletins, case studies, speeches, articles and annual reports
- collaborating in the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- organizing events including press conferences, exhibitions, and press tours
- sourcing and managing speaking and sponsorship opportunities
- fostering community relations through involvement in community initiatives;
- Managing the PR aspect of a potential crisis situation.

## Requirements

- excellent communication skills both orally and in writing
- excellent interpersonal skills
- Good IT knowledge
- Good presentation skills
- Must be initiative and creative
- Awareness of different media agendas
- Excellent organizational, scheduling and planning skills.
- Ability to juggle different priorities and meet deadlines.
- Awareness of current affairs and a passion for finding out new information.
- Must be Self-confident and sociable – ability to network effectively.
- Team player personality
- Pay attention to detail
- Stamina, energy and drive
- Ability to handle pressure