

PUBLIC RELATIONS OFFICER

Job Description

The Public Relations Officer will be reporting to the Auditor General and is expected to organize and oversee all PR activities in the office and is a specialist in building and maintaining the positive image of the office. The Public Relations Officer is often the first contact for the office seeking to reach out in an informed way, by the use of press releases, social media, and other communications to shape and influence public impression and raise awareness.

- **Roles**

The candidate will be required to undertake the following roles:

- Design, develop and deliver positive and effective communication and public relations activities, including media releases, newsletters and advertisements
- Edit and update promotional material and publications, including maintenance of the AGO Website (brochures, videos, and social media channels, etc.)
- Organise PR events (e.g. press conferences, workshops, school open days), serve as the office spokesperson
- Seek opportunities for partnerships, sponsorships and advertising with journalists
- Support the development and use of social media platforms for further engagement and community building
- Address inquiries from the media and other parties
- Prepare and submit PR Reports

- **Professional Qualifications**

The candidate must have the following minimum professional qualifications:

- Bachelor's degree in Public Relations, Journalism, Marketing or related field
- Hold professional membership and other qualification as desired
- Proven experience in a similar role
- Background in researching, writing and editing publications
- Creative mind and exceptional oral and written communication skills, interpersonal skills and professional presentation
- Confident in public speaking and writing speeches
- Capacity to work under tight time pressures and maintain high level of accuracy
- High degree of professional ethics and integrity
- Strong computer literacy, skills in managing website content using CMS along with multiple social media channels is desirable.