



Job Description

Job Title	HR117/2022 - Assistant Public Relations Officer
Institute/Department	Marketing and Public Relations Office
Category	Marketing and Public Relations
Reports to	Pro-Vice Chancellor [Corporate] through Senior Marketing and Promotions Officer
Location/Campus	Kukum Campus

Purpose of the job: To work with the Marketing & Promotions/Public Relations Officer to make SINU better known to the general public; To foster a sense of belonging to SINU among stakeholders and maintain contact with former students through relevant publications; To write/edit any documentation produced for SINU use; To be responsive to updates on SINU's website and social media.

Minimum Qualification Requirements:

A bachelor's or associate's degree in communications, public relations, or a similar field with at least 2 years of experience.

Public Relations Assistant Responsibilities:

- Taking part in brainstorming sessions and suggesting innovative ideas.
- Assisting with the organization and execution of various media and PR events.
- Assisting with the development and distribution of PR materials, including brochures, pamphlets, newsletters, and videos.
- Editing and proofreading social media content, videos, press releases, emails, and other communications about clients that will be sent to the public.
- Assisting with the organization and execution of various media and PR events.
- Managing PR materials, filing, copying, and performing other clerical tasks.
- Answering phones, responding to emails and inquiries and performing other administrative tasks.
- Managing calendars and media lists.
- Maintaining the PR database, documenting media coverage, and tracking PR metrics.
- Developing and maintaining positive relationships with clients, stakeholders, media, and vendors.

Public Relations Assistant Requirements:

- Good working knowledge of PR concepts and best practices.
- Experience with video production and editing.
- Excellent copywriting and editing skills.
- Experience with social media platforms.

- Outstanding computer skills, including experience with databases and design software.
- Strong communication, teamwork, and presentation skills.
- Good organizational and time-management skills.
- Attention to detail.
- Willingness to stay up-to-date with the latest industry trends and methods.

Reports to: Senior Marketing & Promotions/Public Relations Officer

1. Scope of Duties

1.1. Writing press releases for regular general distribution and specific occasions and liaising with PR office staff on distribution when applicable.

1.2. To foster good relations with local press and radio stations so that they can take some responsibility for local contacts and recognise publicity opportunities.

1.3. Exploring other potential outlets for SINU publicity, including newsletters of other organisations, national press, radio and TV.

1.4. Writing articles, arranging interviews with stakeholders, providing photographs, promotional videos and other material, such as publicity brochures.

2. Newsletters of SINU (e.g. UniVois Weekly Newsletter, FAFF Annual Newsletter etc.)

2.1. Liaising with the PR over the timing of the editions as well as the contents of a particular issue.

2.2. Preparing and editing all publications

2.3. Obtaining and editing material from contributors, and writing all other material

2.4. Preparing the layout in the appropriate form.

2.5. Taking responsibility for proofreading and all necessary alterations or amendments.

2.6. Taking responsibility for sending all newsletters out to the appropriate recipients including arranging for address labels for distribution to those with no email addresses from the PR office.

3. SINU Documentation

3.1. Writing and editing public documentation to be issued by SINU PR Office.

3.2. Writing and editing SINU's website, social media sites, PowerPoint presentations and videos as required by the Marketing/PR Office

3.3. Work with designers and printers as may be required.

4. Developing and operating a system for obtaining material from former students and other potential contributors.

5. General

5.1. Contribute pro-actively to all elements of SINU's work; suggest improvements and new initiatives.

5.2. Attend team meetings and SINU conferences.

5.3. Provide 'handover' to other staff as required.

5.4. Give occasional talks to interested groups.

This post must be available to work on occasional evenings and weekends.

Reporting to: Senior Marketing & Promotions/Public Relations Officer

Staff Responsible to you: NIL

Hours of Work: Normally Mondays to Fridays between the hours 8.00 am–4.30 pm plus any other hours deemed necessary. Salaried full-time staff shall be required to work days, evenings, weekends and public holidays, and must return to duty whenever needed. Because this job entails creativity and largely self-motivation and work, flexible work arrangements can be negotiated.

Functional Relationships:

1. Internal Contacts: Management, Students, Staff.

2. External Contacts: SINU Stakeholders, Commercial and Non-Commercial entities, Government Ministries, Students, School/Department Principals, Statutory bodies, and External Institutions/Universities.

1.0 DUTY STATEMENT

Specific Duties & Responsibilities

1.1 The specific duties and responsibilities of the Graduate Intern Media/Marketing are:

1.1.1 Policy Awareness: To get to learn all the policies on Communications and Branding and those impacting PR, and to ensure full compliance with the same.

1.1.2 Operational: Carry out all operational requirements of the portfolio,

1.1.3 Administrative: Carry out all administrative functions required of the portfolio

1.1.4 Research: Carry out necessary research in areas that fall in your portfolio and make submissions to your supervisor and PRO on the same, to improve the functioning of your section.

1.1.5 Training: Carry out necessary training and awareness of other staff of SINU whose activities have an impact on the functioning of the PR Office, especially of the SINU Branding.

1.1.6 Financial and PR Management: Ensure full compliance with budget and other requirements of the section; function as an effective team player in the PR Office.

General Duties & Responsibilities

1.2 These include:

1.2.1 Administrative Duties relating to all matters that the membership of a University entails, including duties related to School/Faculty/University-wide activities.

1.2.2 General Responsibility to undertake all other duties as directed by the PRO.

2.0 KEY RESULT AREAS AND KPIS

Key Result Areas (KRAs)	Key Performance Indicators (KPI)	Outcomes & Achievements
Policies	Ensure full awareness of all policies under your responsibility	Comprehensive awareness and knowledge of the policies
Policy Compliance	Ensure that all activities of SINU that fall within the policy portfolio are fully complied with Escalate the breaches to supervisors	Full compliance of the University with the policies under your responsibility
Work allocated	Carry out the work allocated to you by your supervisor, or Director diligently, effectively and efficiently.	Quality work output. Timely output
Newsletters	Carry out necessary coverage in ALL SINU activities for Newsletter	Newsletter circulated/published weekly

3.0 OTHER DUTIES

It is acknowledged and agreed that evolving needs or emphasis of the University may require a role/job/position to change from time to time but such alteration shall not be deemed to be a variation of the employment contract/Terms and Conditions of Employment or a breach of the same provided that the substantial nature of the employment remains consistent with the parties' intentions at the time of the offer of the job and acceptance of the offer.

4.0 Salary and Benefits

Remunerations and benefits will be on the range of (SBD) \$59,000 to \$64,000 per annum as per the SINU Salary level for Officers under the General Support Services Stream. The University also provides a number of benefits, like a Cost of Living Adjustment (COLA) fixed at 4% of annual salary, a gratuity of 15% of annual Salary paid 6 monthly, partly furnished housing or a rental subsidy (equivalent to up to 15% of gross salary), and 7.5% of salary as the employer contribution to the national superannuation scheme.

5.0 Term

The position is for three (3) years under an employment contract. The contract is renewable subject to meeting KPI's.