

	<p align="center">JOB DESCRIPTION</p>
<p>Prepared by: Head - Admission Marketing . Date:</p>	<p>Approved by Registrar Date: 22/05/2022</p>
<p>Job Title</p>	<p>Public Relation Officer.</p>
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • Create with innovative and engaging public relations and media campaigns. • Collaborate with other teams such as marketing and designers to create promotional content. • Write, edit and review all media content and press releases. • Handle any PR related issue that may arise. • Maintain good relationships with media houses. • Organize PR activations to promote the company’s image and serve as the spokesperson. • Focus on marketing the company through partnerships and advertising. • Keep up with media and audience opinions regularly. • Study PR trends and use best practices. • Regularly submit PR reports. Collaborating to produce promotional content with other teams, such as the marketing and design ones. • All media content and press releases should be written, edited, and reviewed. • Handle any potential PR-related concerns. • Maintain positive relations with media outlets. • Plan PR initiatives to enhance the MITAOE’s reputation by publicly speaking at press conferences, press interviews, and presentations. • Emphasis on promoting MITAOE through collaborations and advertising. • Prior experience with media or public relations. • Experience with PR campaigns and media management. 	

- Excellent writing, oral presentation and communication skills.
- Basic knowledge of computers and writing software (MS Office).
- A strong presence of mind and analytical skill.

Qualifications:

- A Bachelor's degree in journalism, public relations, or a similar field
- Basic understanding of computers and writing software (MS Office).
- A keen awareness of the present and analytical abilities.
- Quick observation skills.
- Maintain composure while handling any PR-related concern.