

	<p align="center"><b>JOB DESCRIPTION</b></p>
<p><b>Prepared by: Head - Admission Marketing .</b> <b>Date:</b></p>	<p><b>Approved by Registrar</b> <b>Date: 19/06/2024</b></p>
<p><b>Job Title</b></p>	<p>Public Relation Officer.</p>
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Create with innovative and engaging public relations and media campaigns.</li> <li>• Developing PR Strategies and campaigns</li> <li>• Collaborate with other teams such as marketing and designers to create promotional content.</li> <li>• Write, edit and review all media content, keynote speeches, Promotional material and press releases.</li> <li>• Handle any PR related issue that may arise.</li> <li>• Maintain good relationships with media houses.</li> <li>• Organize PR activations to promote the company’s image and serve as the spokesperson.</li> <li>• Establishing a proper two-way understanding for both the company and investors</li> <li>• Focus on marketing the company through partnerships and advertising.</li> <li>• Keep up with media and audience opinions regularly.</li> <li>• Study PR trends and use best practices.</li> <li>• Regularly submit PR reports. Collaborating to produce promotional content with other teams, such as the marketing and design ones.</li> <li>• All media content and press releases should be written, edited, and reviewed.</li> <li>• Handle any potential PR-related concerns.</li> <li>• Maintain positive relations with media outlets.</li> <li>• Plan PR initiatives to enhance the MITAOE’s reputation by publicly speaking at press conferences,</li> <li>• Press interviews, and presentations.</li> <li>• Emphasis on promoting MITAOE through collaborations and advertising.</li> </ul>	

- Creating, implementing and improving brand building and communications strategies.

**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.