



<b>Survey of Kenya</b> <b>Along Thika Road</b> <b>Ground Floor</b> <b>P.O Box 30089 -00100 NAIROBI- KENYA</b>	<b>TEL: 0741 088144</b> <b>EMAIL: <a href="mailto:info@estateagentsboard.or.ke">info@estateagentsboard.or.ke</a></b> <b>WWW: <a href="http://www.estateagentsboard.or.ke">www.estateagentsboard.or.ke</a></b>
<b>VACANCY ANNOUNCEMENT – PUBLIC RELATIONS OFFICER</b>	
<b>Job title: PUBLIC RELATIONS OFFICER</b> <b>Duration: 1-year contract – Renewable</b>	<b>Supervisor: CEO &amp; Board</b> <b>Location: Nairobi</b>
<b>JOB DESCRIPTION SUMMARY</b>	
The Public Relations Officer will be responsible for nurturing a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication, media relations and programs.	
<b>Key Duties and Responsibilities</b>	
<b>Public Relations Roles:</b> <ul style="list-style-type: none"><li>• Develop and manage communication policies and procedures</li><li>• Plan, implement and manage public relations programs</li><li>• Plan and budget for PR events, programs and initiatives</li><li>• Help in designing and reviewing a variety of promotional and marketing materials</li><li>• Design and review the online content in media announcements and media kits</li><li>• Monitor corporate image frequently and ensure it is in compliance with company brand</li><li>• Check and manage content produced for website and social media channels</li><li>• Develop and implement PR policies and procedures</li><li>• Determine KPIs for PR department</li><li>• Measure and provide reports on each PR campaign</li><li>• Build long-term relationships with all relevant stakeholders, such as local government, media people, politicians, etc.</li><li>• Recruit, hire, onboard and train new members of the public relations team</li><li>• Produce content for various speeches, events, hearings</li><li>• Develop and implement crisis communications advice and media strategy, as needed</li></ul>	



#### **ICT/IT Roles**

- Manage information technology and computer systems
- Plan, organize, control and evaluate IT and electronic data operations
- Design, develop, implement and coordinate systems, policies and procedures
- Ensure security of data, network access and backup systems
- Act in alignment with user needs and system functionality to contribute to organizational policy
- Identify problematic areas and implement strategic solutions in time
- Audit IT systems and assess their outcomes
- Manage connectivity to external systems/applications
- Preserve assets, information security and control structures
- Handle PR/ICT annual budget and ensure cost effectiveness
- Maintaining and updating the EARB website

#### **Training Roles**

- Designing training programs and workshops for staff and the registered Estate Agents
- Identifying opportunities for team training and skills development advancement
- Coordinate online and physical trainings and conferences
- Providing user support and training of users

#### **Other Roles:**

- Performing other duties that may be assigned to you by the CEO/Board of Directors

#### **Academic and Professional Experience**

- A Degree or Diploma in any of these fields; Public Relations, Marketing, Advertising, Communications, Event Planning or a related discipline AND
- A Degree or Diploma in Information Communications Technology/ Information Technology or Computer Science or Management Information System
- 3 years of prior experience working in PR and 1-year experience working in IT the field.
- Techno-savvy with a strong online presence on one or more social networks



**Additional skills and behaviors**

- Excellent communication skills both oral and written
- Creative writing
- Excellent interpersonal skills
- Excellent IT skills
- Ability to prioritize and plan effectively
- Experience in handling media relations
- Good analytical skills and problem-solving skills

**Behavior**

- Excellence under minimum supervision
- Good attitude towards others and work
- Integrity, confidentiality, discipline and punctuality

**Applications to be made addressed to The Registrar by sending your CV and all the relevant documents by email to: [info@estateagentsboard.or.ke](mailto:info@estateagentsboard.or.ke)**

**or hand delivered to Ground Floor, Survey of Kenya along Thika Road, Nairobi on or before 14<sup>th</sup> May 2021**