

VACANCY ANNOUNCEMENT – PUBLIC RELATIONS OFFICER

Job title: PUBLIC RELATIONS OFFICER

Supervisor: CEO & Board

Duration: 1-year contract – Renewable

Location: Nairobi

JOB DESCRIPTION SUMMARY

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.

Key Duties and Responsibilities

Public Relations Roles:

- Develop and manage communication policies and procedures
- Plan, implement and manage public relations programs
- Plan and budget for PR events, programs and initiatives
- Help in designing and reviewing a variety of promotional and marketing materials
- Design and review the online content in media announcements and media kits
- Monitor corporate image frequently and ensure it is in compliance with company brand
- Check and manage content produced for website and social media channels
- Develop and implement PR policies and procedures
- Determine KPIs for PR department
- Measure and provide reports on each PR campaign
- Build long-term relationships with all relevant stakeholders, such as local government, media people, politicians, etc.
- Recruit, hire, onboard and train new members of the public relations team
- Produce content for various speeches, events, hearings
- Develop and implement crisis communications advice and media strategy, as needed

ICT/IT Roles

- Manage information and technology
- Plan, organize, control and evaluate IT and electronic data operations
- 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
- 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
- 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, or estateagentsrb@gmail.com. All applications should reach us on or before 27th January, 2023 by 5.00 PM