



OFFICE OF THE REGISTRAR

JOB DESCRIPTION & PERSON SPECIFICATION FOR ADMINISTRATIVE OFFICER

1. JOB INFORMATION

Post Title: **ADMINISTRATIVE OFFICER, PUBLIC RELATIONS (G – I)**

Mode: **Full Time**

Ref No: **WUB/HR/Admin_officer/G_1**

2. JOB DESCRIPTION

Main Duties and Responsibilities

- *To planning publicity strategies and campaigns of the organization;
- *Writing and producing presentations and press releases for the media;
- *Dealing with enquiries of public, the press and other related organizations;
- *Researching, writing and distributing press releases to targeted media, collecting and analyzing media coverage;
- *Providing support as well as in some cases preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs;
- *Devising and coordinating photo opportunities for events;
- *Making and aiding in preparing documents for speaking publicly for the executives of the University at interviews, press conferences and presentations;
- *Providing clients with information about new promotional opportunities and current PR campaigns progress;
- *Analyzing media coverage and finding opportunities for development; Managing and updating information and engaging with users on social media sites such as Twitter and Facebook;
- *Sourcing and managing speaking and sponsorship opportunities;
- *Fostering community relations through events such as open days and through involvement in community initiatives; managing the PR aspect of a potential situation etc.
- *Ensure that the events of the university and any other related campaigns achieve press and media coverage.
- *On a weekly basis, newspapers and other form of media should be covered with features of different events and issues of the university. This requires writing of features and press releases.
- *Coordinate and create encouragement for staffs and students to pursue in writing on several topics in favor of promotion of the university programs and events.
- *Look and monitor the content of bdnewshour24.com as well as other news portals assigned to the candidate.

*Coordinate activities of the reporters.

*Ensure quality reporting.

AND such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

Supervision Given

Other Administrators as appropriate.

PERSON SPECIFICATION FOR ADMINISTRATIVE OFFICER, PUBLIC RELATIONS

ATTRIBUTES	ESSENTIAL	DESIRABLE
Education / Qualifications	Minimum 4 years Bachelor Degree in Sociology, Journalism, Public Administration, English, Bengali and any related subjects.	Must be fluent in English and Bengali. Preferable Knowledge of any other foreign language.
Experience	No experience required.	Up to date knowledge of any western Higher Education system.
Job Related Skills and Capabilities	Commitment to delivering high quality services. Good organizational and management skills. Suitable level of proficiency in ICT and understanding of its application.	Evidence of successful external network. Some administrative and organizational experience.
Interpersonal Skills	Effective oral and written communication skills in both individual and group situations. Ability to lead and work as a member of a team of group. Ability to relate to students with diverse backgrounds, ages and experience.	Experience of mentoring or supporting more junior or less experienced colleagues.
Other Requirements	Willingness to travel abroad to undertake administrative and related activities related to the role.	

Instructions

For further information, please send your enquiries to the Mr. Md. Abdul Jalil at aj.masud@wub.edu.bd. Application forms for the post are available from <http://jobs.wub.edu.bd>. Please download the form and submit your application via email to hr@wub.edu.bd or submit by postal mail to **Human Resources Division**, World University of Bangladesh, Building 3/A, Road # 04, Dhanmondi, Dhaka – 1205, BANGLADESH.