



OFFICE OF THE REGISTRAR

JOB DESCRIPTION & PERSON SPECIFICATION FOR PUBLIC RELATION OFFICER (PRO)

1. JOB INFORMATION

Post Title: **PUBLIC RELATION OFFICER (PRO)**

Mode: **Full Time**

Ref No: **WUB/HR/PRO/2023(004)**

2. JOB DESCRIPTION

Main Duties

1. To planning publicity strategies and campaigns of the organization;
2. Writing and producing presentations and press releases for the media;
3. Dealing with enquiries of public, the press and other related organizations;
4. Researching, writing and distributing press releases to targeted media, collecting and analyzing media coverage;
5. 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;
6. Making and aiding in preparing documents for speaking publicly for the executives of the University at interviews, press conferences and presentations;
7. Providing clients with information about new promotional opportunities and current PR campaigns progress;
8. Analyzing media coverage and finding opportunities for development;
9. Managing and updating information and engaging with users on social media sites such as Twitter and Facebook;
10. Sourcing and managing speaking and sponsorship opportunities;
11. Fostering community relations through events such as open days and through involvement in community initiatives;

Specific duties:

1. Ensure that the events of the university and any other related campaigns achieve Press and media coverage.
2. On a weekly basis, newspapers and other form of media should be covered with features of different events and issues of the university.
3. 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.
4. Look and monitor the content of different news portals assigned to the candidate.
5. Coordinate activities of the reporters.

Additional Requirements

1. Excellent performance over MS Office, Internet and email correspondences, Computer operating especially MS word, Excel, Power point etc.
2. Fluency in oral, written English (highly desirable).
3. Good interpersonal and public relations skills.
4. Time management and multitasking abilities.
5. Self-motivated, well behaved and humble.

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 PUBLIC RELATION OFFICER (PRO)

ATTRIBUTES	ESSENTIAL	DESIRABLE
Education / Qualifications	Master degree and 4 year's Bachelor degree in Mass Communication and Journalism, International Relationship (IR), Public Administration, Sociology, English, Bengali and any related subjects.	Must be fluent in English and Bengali.
Experience	Possess a working knowledge at least 3 years in a University. Ability to linkage with different Electronic and Printing medias. Ensure the partnership activities are in place and develop strategies, direction and plans for ensuring that such partnership stay in line and practice.	Up to date knowledge of any western Higher Education system.

<p>Job Related Skills and Capabilities</p>	<p>Coordinate activities when events which are outcomes of partnerships to achieve the best of social relationship.</p> <p>Commitment to delivering high quality services.</p> <p>Good organizational and management skills.</p> <p>Suitable level of proficiency in ICT and understanding of its application to sustainable communication.</p>	<p>Evidence of successful external network.</p> <p>Some administrative and organizational experience.</p> <p>Experience of process and systems improvement.</p>
<p>Interpersonal Skills</p>	<p>Effective oral and written communication skills in both individual and group situations.</p> <p>Ability to lead and work as a member of a team of group.</p> <p>Ability to relate to students with diverse backgrounds, ages and experience.</p>	<p>Experience of mentoring or supporting more junior or less experienced colleagues.</p>
<p>Other Requirements</p>	<p>Willingness to travel abroad to undertake administrative and related activities related to the role.</p> <p>Evidence of communication to the wider student experience e. g. in retention initiatives, in employability/ enterprise initiatives, student welfare.</p>	<p>NA</p>

Instructions

For further information, please send your enquiries to the Mr. Md. Abdul Jalil at aj.masud@wub.edu.bd.
 An online application forms must be filled from <http://jobs.wub.edu.bd>