



### Job Description: **SIS Public Relations Officer (PRO)**

The SIS Public Relations Officer (PRO) assist's students and works with parents and various groups both within SIS and with our external partners. They distribute newsletters containing information about campus events; build and maintain ties with alumni, teachers, staff and students.

PRO's have SEVEN major roles to perform at SIS which are as follows:-

- Expand the number of applicants to SIS.
- Help SIS to become better known.
- Help SIS to gain an enhanced reputation.
- Research & development.
- Improve internal relations; teachers, students, other administrative staff.
- Collaborate with other ESF PRO's on foundation-wide initiatives.
- Maintain good relations with the community.
- Maintain positive relations with the alumni.

Some ideas to help achieve this could be to:-

- write and edit in-house magazines, case studies, speeches, articles and annual reports
- prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- devise and coordinate photo opportunities
- organise events, including press conferences, exhibitions, open days and press tours
- maintain and update information on the organisation's website
- manage and update information and engage with users on social media sites such as Twitter and Facebook
- source and manage speaking and sponsorship opportunities

This position is open to non-graduates and graduates of all disciplines.  
Relevant degree subjects

- Public relations
- Marketing
- Communication
- Journalism.

You'll need to have the following skills:

- excellent communication, interpersonal and writing skills
- drive, competence, flexibility and a willingness to learn
- excellent organisational and time management skills with the ability to multitask
- the ability to cope with pressure
- creativity, imagination and initiative
- good teamwork, analytical and problem-solving skills
- business awareness and a good knowledge of current affairs.

Working hours are full time, 8am - 4:30pm. There may be some unsocial hours when you need to attend events in the evening or be available at weekends for sporting events / artistic performances. Starting salary is negotiable based on level of experience.

