

## PUBLIC RELATIONSHIP OFFICER - PRO

### PRO Job Purpose

Public relations officers are responsible for handling all aspects of planned publicity campaigns and PR activities using a wide range of media to build and sustain a good image for the institution or product or brand.

### PRO Job Duties

- Planning publicity strategies and campaigns
- Writing and producing presentations and press releases whenever and wherever necessary.
- Dealing with enquiries from the public.
- Organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits on need basis.
- Speaking to public at their residence and other place of convenience.
- Providing clients with information about new promotional opportunities and current PR campaigns progress
- Analysing media coverage
- Commissioning or undertaking relevant market research.

PR officers may also be required to carry out other, more general, marketing responsibilities. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.

### Key skills for public relations officers

- Excellent communication skills both oral and written.
- Excellent interpersonal skills.
- Good IT skills.
- Presentation skills.
- Initiative.
- Ability to prioritise and plan effectively.
- Awareness of different media agendas.
- Creativity.

**Apply Through Mail Id:** [hr@achariya.org](mailto:hr@achariya.org) , [bedhead.ch@achariya.org](mailto:bedhead.ch@achariya.org)