

# Vacancy

## **PUBLIC RELATIONS OFFICER** (JOB GRADE: TBC)



**AUGUST 26**

HOLDING COMPANY (PTY) LTD  
SPEARHEADING INDUSTRIALIZATION

### JOB TITLE

**PUBLIC RELATIONS OFFICER**

### DEPARTMENT

**MARKETING AND BUSINESS DEVELOPMENT**

### REPORTS TO

**CHIEF EXECUTIVE OFFICER**

**SUBORDINATES TBC**



**DUTY STATION WINDHOEK**

### **JOB SPECIFICATIONS**



#### MINIMUM EDUCATIONAL QUALIFICATIONS

- Bachelor's degree in Communications, Public Relation, Journalism, Business management or Marketing.
- B.Sc. or B.A. or Masters in the same courses as higher education, can be an added advantage.

#### MINIMUM EXPERIENCE REQUIRED

- A minimum of 3 years relevant working experience.
- Prior experience in the media or public relations sector.
- Knowledge in PR management and broadcasting divisions.
- Modest familiarity with working on Microsoft Excel, MS Word, and MS PowerPoint.
- Experience in presenting the evaluated information in front of an audience.
- Background in researching, writing, and revising publications.

#### SPECIAL REQUIREMENTS

- If possible, practice in photo and video editing.

### **PURPOSE OF THE JOB**

**A Public Relations Officer is a specialist in building and maintaining the positive image of a company, organization, or client.**

Also responsible for organizing and overseeing PR activities and ensure effective communication with stakeholders, media and the public. A PRO should be an organized and cool-tempered professional who is able to handle a crisis.

Public Relations Officer is taken by a person who is relatively composed, for talks and promotions are a great part of their duty.

Consistency in the arrangement for clear transmission of information from the organization's administration to the outer world (which includes patrons, stakeholders, financiers, co-operators, and sponsors) is accomplished by the public relations specialist.

# Job Description

## PUBLIC RELATIONS OFFICER



### KNOWLEDGE

- Principles of public relations and media.
- Social media and digital marketing.
- Branding, corporate identity, and market trends.
- Crisis management and reputation protection.
- Public speaking and event planning.
- PR legal and ethical standards.

### SKILLS

- Excellent communication and networking.
- Writing press releases and managing media.
- Social media management and analytics.
- Time management and multitasking.
- Research, problem-solving, and strategy development.

### ATTRIBUTES

- Creative, proactive, and adaptable.
- Professional, ethical, and detail-oriented.
- Team player with strong resilience.
- Confident and composed under pressure.

### KEY PERFORMANCE AREAS (KPs)

#### 1. COMMUNICATION

### MAIN DUTIES AND ACTIVITIES

- The Public Relations Officer must be able to communicate hope and affirmation to the consumers.
- They need to precisely communicate the organization's policy and philosophy to the outer world.
- Resolving the collective tension and helping easy decision-taking.
- Achieving the targets by influencing the addresses.
- Analysis of media arrangements and avenue coverage.
- Reaching out for higher consumer influence.
- Credentials that could help participate in marketing strategies.
- Publishing the accomplishments and goodwill public information in favour of the organization.
- Emphasizing the survey design, implantation of the computer graphics, and visual communication for the welfare of the company.

#### 2. MARKETING AND RELATED DUTIES

- Producing brochures, and journals in favour of the enterprise's marketing skills.
- Reaching out for higher consumer influence.
- Have open interaction with the company as a whole to develop new promotional marketing material.
- Organizing and setting up promotional, and profile-raising events.
- Credentials that could help participate in marketing strategies.
- Publishing the accomplishments and goodwill public information in favour of the organization.
- Emphasizing the survey design, implantation of the computer graphics, and visual communication for the welfare of the company.



### GUIDELINES

#### GUIDELINES AND EQUIPMENT TO BE USED

- Relevant institutional charters for the Board of Directors and Management Committees and the Delegation Framework.
- Policies and procedures specific to the organization with regards to scarce skills focus and selection criteria any.

#### RELEVANT LEVEL OF DECISION MAKING

- Act within policy and procedural parameters and make decisions accordingly.
- Obtain approval from CEO on all activities, as it will have company-wide impacts.
- Obtain approval from CEO on all Board Interaction, as all must go through the office of the CEO.

#### WORKING CONDITIONS

Office based

#### WORK PRESSURE

Medium to high. Minimum supervision required

*This job description is a guide to the main responsibilities of the position and should not be used as a precise or absolute specification of duties.*

*The incumbent is expected and may be required to perform other duties that are not described herein, that may be assigned and or when other colleagues are absent from work.*

Interested candidates must email their CV and supporting documents (Combined as one attachment) **Fanuel.haikuti@august26.com.na**

- Cv must be a maximum of 2 pages
- Due date 31 January 2025