



Job Vacancy: *Public Relations Officer* (Updated)

Number of vacancies: 1

Reports to: Vice-Chancellor

Location:

INES-RUHENGERI

Field of Study:

Communications, International relations, Public Relation, Journalism, Languages, Marketing, Information and Communication Technology.

Purpose of the role

The Public Relations Officer will manage, undertake, assist and contribute to high profile communications for INES-Ruhengeri in coordination with various programmes at the University. He/She will act as a liaison between the University, partners, the media and the public, to ensure that INES programmes gain required visibility, and also support reporting processes.

Qualifications, experience, and competences required

- Bachelors' degree, preferably a Masters' degree in Communications, International relations, Public Relation, Journalism, Languages, Marketing, Information and Communication Technology and 5 years of proven experience in a similar field.
- Mastering written and oral official languages used in Rwanda.
- Solid knowledge of communications approaches, tools, and methodologies for planning, executing and monitoring communications strategies.
- Understanding of the best practices of main social media channels including Facebook, Instagram, Twitter, Pinterest, LinkedIn....
- Good IT skills including proficient knowledge of MS Word, Excel, PowerPoint. Knowledge of Adobe Photoshop, InDesign, and Illustrator is an asset.
- Understanding of communications, public relations and programme promotion best practices
- Demonstrable skills and experience in project communications, producing communications papers or equivalent with a proven ability to synthesize large amounts of information into concise reports.
- Ability to link the institution with social media platforms, marketing and deal with enquiries from public, the press, and related organizations.

Main responsibilities of Public Relation Officer

Public Relations Department supervises and assesses public attitudes, and maintaining mutual relations and understanding between INES-Ruhengeri and its public. It improves channels of communication and to institute new ways of setting up a two-way flow of information and understanding.

1. Media Relations

- ✓ Preparing position papers on issues of importance to the organization





- ✓ Handling publicity
- ✓ Issuing news of activities to external audiences
- ✓ Establishing and maintaining contacts with the mass media
- ✓ Handling responses to inquiries from the mass media
- ✓ Coordinating media conferences and tours
- ✓ Tracking and evaluating media coverage

2. Guest Relations

- ✓ Guest reception activities
- ✓ Preparing visit agenda and other visit related matters
- ✓ Conducting university tours
- ✓ Preparing brochures, tour guides, tapes, videos, and other guest-related communications materials
- ✓ Preparing gift items for the visitors

3. Publications

- ✓ Preparing and publishing materials for public including dealers, agents, advisory bodies and employees
- ✓ Helping out other departments to promote and publish event announcements and other event related advertisement materials

4. Marketing

- ✓ Announcing new products or services and enhancements in products and services, though editorial channels of mass media
- ✓ Developing and executing promotional materials
- ✓ Participating in exhibits and marketing events

How to apply

Detailed curriculum vitae, certified academic credentials, a copy of national identity card or passport, related professional certificates and an application letter addressed to the Vice-Chancellor of INES-Ruhengeri should be submitted electronically (**All in one document**) via inesruhengeri@yahoo.fr or physically via the general secretariat of INES-Ruhengeri not later than **04 /09/ 2021 at 5:00 PM**.

Only shortlisted candidates will be notified through our website.

Done at Musanze on 24th August 2021

Fr Dr Fabien HAGENIMANA
Vice Chancellor

