

THE INSTITUTE OF TECHNICAL EDUCATION AND TECHNOLOGY

Post: Marketing and Public Relations Officer

Qualifications: A Degree in Communication Studies or Marketing Management or English or French or Law or Psychology from a recognized Institution or an equivalent qualification acceptable to the Institute.

Candidate should:

- (i) reckon at least three years' post qualification experience in the field of public relations and marketing or in a related field.
- (ii) have excellent interpersonal and communication skills;
- (iii) be proactive and able to meet tight deadlines; and
- (iv) be computer literate.

Candidates should produce written evidence of experience/knowledge claimed.

Duties

- 1 To assist in the formulation of marketing and public relations strategies /policies and ensure their effective implementation at the Institute of Technical Education and Technology.
- 2 To be responsible, for the following duties, under supervision:
 - (i) to design and implement appropriate marketing tools including e-marketing tools for the Institute of Technical Education and Technology;
 - (ii) to promote the profile of the Institute of Technical Education and Technology as a whole to external audiences;
 - (iii) to create and ensure sustained visibility of the Institute and its Centres; and
 - (iv) to develop and implement a sound and effective feedback system for customer complaints and opinion so as to enhance the quality of the service.
- 3 To prepare corporate public relations materials as well as publicise the strengths of the academic faculty, school facilities and services.
- 4 To develop and implement a sound market intelligence system covering collection, compilation, analysis storage, retrieval and dissemination of market information.
- 5 To follow up with contractors, publication agencies and other communication and marketing service providers on all marketing and

communication projects of the Institute of Technical Education and Technology

- 6 To contribute to the enhancement of the Institute's website, presence in social media and develop the Institute's public profile, both locally and internationally.
- 7 To commission and monitor the production of audio-visual spots and advertisements for the promotion of the Institute of Technical Education and Technology.
- 8 To assist in matters related to foreign students and overseas visitors
- 9 To establish collaboration with feeder schools to support enrolment growth.
- 10 To write texts/articles for all communication materials, prepare press insertions and ensure adequate and accurate coverage of the Institute's activities.
- 11 To devise media plans and liaise with media for all news releases, press coverages and ensure accurate coverage of the activities of the Institute of Technical Education and Technology.
- 12 To coordinate and assist in the organization of events and activities of the Institute of Technical Education and Technology and its Centres.
- 13 To use ICT in the performance of his duties.
- 14 To perform such other duties related to the main duties listed above or related to the delivery of the output and results expected from the Marketing and Public Relations Officer in the roles ascribed to him.

Salary: (Negotiable based on qualification and proven work experience)

Minimum /Starting point Rs27,400 (within range Rs27,400 -- 62,700)