

Position Number	:	1
Position Title	:	<u>Public Relations Officer</u>
Department	:	Corporate Communications
Location	:	Valelevu
Role Reports To	:	Corporate Communications Officer

Primary Objective of Position (describes how the position contributes to the Company)

Assist in the creation and maintaining of public awareness and promotion of a positive image of the Authority and its services.

Key Activities

The Public Relations Officer is accountable to the **Corporate Communications Officer** and is responsible for the following activities:

- Plan and coordinate promotional events such as press conferences, open days, exhibitions, school/ village visitations, roadshows, festivals and other external events with stakeholders
- Assist in preparing, editing, updating, distributing and monitoring publication and pamphlets and booklets for public awareness.
- Sourcing and managing speaking and sponsorship opportunities (media road safety campaigns and for any other project/program as per management directive) with stakeholders, corporate sector, NGOs, media and advertising agencies;
- Maintaining and updating information on the organization's website access is available for Media section only. IT
- Managing and updating information and engaging with users on social media sites such Facebook
- Maintain a positive image of the Authority on LTA social media platform
- Monitor all types of media (social, mainstream and digital) and report matters of interest to the management;
- Assist management with the preparation of annual reports;
- Respond to enquiries from the public and stakeholders
- Represent the Authority in the media (vernacular news and current affairs)
- Take photos during internal and external events and promote accordingly, edit photos
- Attend internal and external stakeholder meeting as and when required;
- Providing support of public relations activities

- Assist executive management as and when required

Accountabilities/Outputs

Performance Measures

Responsibilities – key competencies

Competence Business

Competency Description

Business

Risk Management

Understand and address the potential impact of errors and omissions in your own work.

Change Management

Communicate changes/business direction; assist others to understand and adapt to change

Planning

Develop or review a documented work plan for your team/unit – single operation

Customer

Customer Commitment

Develop relationships with customers and devise methods to improve the Company's response to their needs.

Partnership Building

Assist in building partnerships with internal and external parties by passing on relevant information about the company's services.

Company Values

Monitor and evaluate activities and behaviours against the image and value standards as well as providing guidance and direction to staff and standards.

Communication

Demonstrate differing communication techniques adapting to the audience's (political, cultural) differences.

People

Team Orientation

Contribute to the team in an area of specialization or a specific role – provide specialist advice.

Problem Solving

Generate a solution to a problem from a number of separate action plans.

Self-Management

Monitor your own performance against established measurers.

Professional

Research Apply given research techniques/tests presenting results in prescribed format.

Interactions

External Government Department
LTA Customers
LTA Stakeholders
Media Organizations
Media Personnel
Public

Internal LTA Management
LTA Staff

Person Specifications:

Qualification

Essential Diploma in Media /Public Relations /Journalism/Marketing

Desirable At least 2 years or more experience in a similar position

Experience (Essential)

Experience in Journalism/Public Relation/Marketing for at least 2 years.

Knowledge (Courses or Field Experience)

Media Industry/Marketing
LTA Procedures and Policies
LTA Act and Regulations
Good Telephone Etiquette

Language Proficiency

Basic Understanding of Hindi/English/Itaukei
Good command of English

Skills (Fields of Application)

Highly developed analytical and investigative skills
Excellent oral and written communication skills
Excellent interpersonal communication skills
Computer literate
Knowledge in graphic designing and website update
Ability to work with minimum supervision

Ability to work extra hours when required.

Personal Attributes:

Attribute Type

Attribute

Behavioral

Accountable
Achiever
Customer Focused
Detail Oriented
Energetic

Interpersonal

Extrovert
Honest
Perceptive
Team Oriented

Thinking

Abstract/Conceptual Thinker
Analytical
Business Acumen
Challenger
Conscientious
Disciplined/Systematic
Holistic Thinker
Initiative
Well Organized