



PUBLIC RELATIONS OFFICER

Public Relations & Marketing

Job Summary:

The Public Relations Officer is responsible of managing the planning and implementation of a public relations program that disseminates news about College events, research achievements, and personality profiles to the media, regional governments, and local community.

Primary Duties & Responsibilities

1. Cultivates and builds relations between Alfaisal University and the government, individuals, financial, industrial and business sectors at local and international levels.
2. Develops relations to support Alfaisal University students, faculty, education, research, and resources.
3. Plans, coordinates and implements an effective internal and external public relations program designed to keep the public informed of the programs and achievements of the College.
4. Develops content in Arabic & English and design of all publications and on-line media with an bilingual translation and copywriting ability.
5. Develops and fosters relationships with members of the media.
6. Prepares and distributes news releases, story ideas, photographs and videos to media representatives and other College constituencies.
7. Coordinates public events and special projects as assigned.
8. Raises the visibility, propagating knowledge and understanding of the university and college's mission.
9. Drafts, and iterates with campus counterparts when appropriate, press releases and news stories that highlight contract wins, important events, faculty and staff achievements and other newsworthy pursuits and aspirations of the unit.
10. Builds, maintains, and nurtures an excellent and global network of reporters, editors, content experts, business and academic leaders in order to maintain strong positive reputation.
11. Advises the college's faculty and staff experts on effective public relations, marketing, and media relations strategies. When appropriate, coaches individuals on response to perhaps controversial questions or issues that require instant turnaround.
12. Develops and maintains an excellent, sharable database of contacts in the media and experts on campus and off and also a history of stories and events.
13. Submits and manages an annual budget for this area.
14. Proactively monitors ongoing research projects for updates, announcements, and publishable findings, conclusions and so forth.
15. Develops and updates a detailed annual plan for targeted strategic alliances for delivery to upper management at the College of University.



Education & Experience:

- Bachelor's degree in Public Relations or equivalent.
- 7 – 8 years of experience in public relations preferably in university or school environment.

Key Performance Measures

1. Ability to design and implement effective communications and marketing campaigns.
2. Ability to conceive, develop and implement a complex, multi-layer overarching public relations plan.
3. Excellent leadership and interpersonal skills.
4. Demonstrated outstanding ability in journalistic writing and editing.
5. Ability to use sound judgment, creativity, and vision in all facets of the position and its tasks and interactions.
6. Ability to establish and sustain credibility with all constituents.
7. Ability to effectively interact with people of all backgrounds.
8. Ability to meet hostility with equanimity.
9. Ability to create timelines and deliverables and manage many projects with conflicting needs and shifting priorities in a sometimes resources and time-constrained environment.