

## **PUBLIC RELATIONS OFFICER**

### **Professional Qualifications and Experience**

- Diploma in Public Relations
- A Certificate of Computer Applications in Windows, MS Word, Excel, Access and Internet 2 years experience in the same capacity
- 2 years working experience in the same capacity
- Customer Care training will an added advantage

### **Duties**

- Planning, developing and implementing PR strategies;
- Communicating with colleagues and key spokespeople;
- Liaising with, and answering enquiries from media, individuals and other organizations, often via telephone and email;
- Researching, writing and distributing press releases to targeted media;
- Collating and analyzing media coverage;
- Writing and editing in-house magazines, case studies, speeches, articles and annual reports;
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- Maintaining and updating information on the Hospital's website;
- Managing and updating information and engaging with users on social media sites such as Twitter and Facebook;
- Sourcing and managing speaking and sponsorship opportunities;
- Commissioning market research;
- Managing the PR aspect of a potential crisis situation.

### **Mode of application**

All interested candidates are requested to read the attached job description and send their application to [hr@stfrancishospital.or.ke](mailto:hr@stfrancishospital.or.ke) by Wednesday 22<sup>nd</sup> February 2017

Please mark the job title as your subject on the application letter and attach detailed Curriculum Vitae.