

1 ToR Public Relations Officers

1.1 Job duties

Overall job duty is handling all aspects of planned publicity campaigns and PR activities of Aquarium Boka. Primary duties for a Public Relations Officer include:

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organisations
- organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- speaking publicly at interviews, press conferences and presentations
- providing clients with information about new promotional opportunities and current PR campaigns progress
- analysing media coverage
- commissioning or undertaking relevant market research
- liaising with clients, managerial and journalistic staff about budgets, timescales and objective
- assist other Aquarium Boka staff when / if needed.

Based on the need, a PR officers may also be required to carry out other, more general, marketing responsibilities. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.

1.2 Key skills for Public Relations Officers

- Excellent communication skills both orally and in writing
- Excellent interpersonal skills
- Good IT skills
- Presentation skills
- Initiative
- Ability to prioritise and plan effectively
- Awareness of different media agendas
- Creativity

1.3 Education & Training

PR Officer must have (at minimum) a Bachelor of Science degree. Degree in marine biology, zoology, aquaculture, or a closely related area is advantage. Work experience within the PR, marketing, fundraising, or events promotion is strong advantage.