

JOB ADVERTISEMENT

Horseed International University (HIU), Mogadishu, Somalia is seeking to hire a highly qualified PUBLIC RELATIONS DIRECTOR with meritorious qualifications and sound experience in public relations who will use his or her sPublic relations skills, knowledge and aptitude to design and implement marketing strategies that can cultivate and boost our relationships with media, engage our target audience (students) and boost our brand awareness in Somalia as well as building online communities, coordinate events to drive Public Relations initiatives that will bring long-term success, coordinating with our internal teams (e.g. Marketing department) to maximize the brand consistency of HIU in all advertising efforts and promoting and maintaining a positive image of HIU while ensuring strong online and offline brand presence. Therefore, as a Public relations Director of HIU, you should be ready and capable of executing the following monumental responsibilities:

- Set objectives for the Public Relations team of the University and monitor team members' performance.
- Maximize brand presence of the University on various channels (e.g. Web, TV and social media) in Somalia.
- Cultivate and maintain relationships with media, communities, schools and influential professionals in Somalia.
- Arrange interviews and press releases to promote our university and its educational services.
- Ensure brand consistency in all advertising efforts of the University.
- Organize Public Relations events to increase awareness of our University in Somalia.
- Assign tasks and projects to the Public Relations team.
- Track and influence media coverage.
- Report on Public Relations campaigns' results.
- Manage sensitive issues to maintain a University's good reputation.

An interested person willing to apply should possess and demonstrates the following imperative requirements:

- Proven five years work experience as a Public Relations (PR) Director, or manager or similar role in a reputable organization.
- Solid experience coordinating successful Public Relations campaigns.
- Expertise in different social networks, including Facebook and Twitter.
- Excellent communication and presentation skills with confidence to serve as the University's spokesperson.
- Creative and innovative abilities in public relations.
- Great and meritorious team management skills.
- Ability to foster long-term relationships with different schools, people in the communities and key professionals.
- Hold a Master degree in Public Relations, MBA in Marketing, Journalism or any other relevant field.

NB: The interested candidate can apply through this email: hr@hiu.edu.so or can submit his or her application and Curriculum Vitae (CV) to the office of the Human Resource Director of Horseed International University in Mogadishu, Somalia.

Deadline : 25th December, 2020.