

Position title: **Public Relations & Media**

Application Deadline: 1st July 2018

Job Description (Summary)

Management of the marketing of the IUE, its public relations strategy and the delivery of social media campaigns ensuring organisational values, ambitions and goals are achieved. This is a central role responsible for developing and implementing a marketing strategy and related communications including use of social media to support campaigns.

Responsibilities:

- To create a 'corporate' marketing strategy and implementation plan, working with Programme Managers to identifying future opportunities for brand enhancement.
- To deliver marketing campaigns.
- Management of the marketing budget including seeking opportunities for increased external support.
- To work with colleagues to develop marketing collateral, including for recruitment and tendering opportunities and brand(s) awareness.
- To take responsibility for external PR & Marketing events and maximising opportunities for communications activity.
- To represent the ATCM as appropriate
- To be responsible for all social media activity (Twitter, Facebook, LinkedIn) and managing corporate social media accounts.
- To work with Programme Managers and partners to support campaigns and initiatives.
- Seek opportunities to improve the use of social media and develop 'followers'.

Qualifications:

Bachelor's degree in marketing or business administration.

Skills:

- Strong project management and organisational skills
- A good knowledge of marketing techniques and their application
- Market research experience relating to market activity.
- Excellent communication skills
- Ability to utilise social media and web applications
- Able to establish and maintain effective working relationships.
- Good written and oral communication skills
- IT literate: Familiar with using word processing, databases, spreadsheets, and web applications including email, e-marketing, s-surveys, e-discussion groups, etc.

To Apply:

Apply by e-mailing your updated CV to jobs@ue.edu.krd with the title of the position in the subject line.