



**OFFICE OF REGISTRAR
(ADMINISTRATION AND HUMAN CAPITAL)**

Ref: LU/R(ADMIN)/IA/1/8/88

4th March, 2021

INTERNAL RE-ADVERTISEMENT

ASSISTANT PUBLIC RELATIONS OFFICER II (GRADE 8/9/10)

Applications are invited from serving members of staff for the position of **Assistant Public Relations Officer / Public Relations Officer Grade 8/9/10** in the Office of the Vice Chancellor:

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DUTIES AND RESPONSIBILITIES

1. Develop and implement strategies to ensure maintenance of the University's corporate image
2. Prepare and disseminate corporate publicity information materials like posters, banners, Calendars, Diaries, prospectus, monthly update newsletters
3. Undertake market analysis and research to identify trends and opportunities for the furtherance of the mission of the University
4. Contribute stories, photos and editing of the internal newsletter
5. Supervise Staff under his/her section.
6. Coverage of University activities (both video and photography)
7. Prepare advertisements for media houses.
8. Participate in organizing and coordinating University exhibitions and marketing activities.
9. Coordinate resolution of public complaints and access to information in the University
10. Be responsible for marketing of the University and its products;
11. Coordinate Trade Fairs and Exhibitions and the participation of the University in such activities
12. Develop and maintain a University newsletter, web (University website) and social media presence
13. Any other duty assigned by the supervisor.

Academic / Professional Requirements

- Bachelor's degree in Social Sciences **and** Diploma in Mass Communication,
- OR**
- Bachelor's degree in Mass Communication, Public Relations, Marketing or its equivalent.
- Computer Literacy
- Exemplary work performance.

Experience

Work experience in Public Relations Officer will be an added advantage.

Vision : A University for Valued Transformation of Society

Mission: To serve students and society through research, education, scholarship, training, innovation, outreach and consultancy



Laikipia University is ISO 9001:2015 and ISO/IEC 27001:2013 Certified



N.B: Those who had applied earlier need not to reapply.

Mode of Application

An application with a detailed Curriculum Vitae and copies of certificates (1 copy each) should be sent to:

The Deputy Vice-Chancellor (AFP)
Laikipia University
P.O. Box 1100-20300
NYAHURURU

Not later than 12th March, 2021

Laikipia University is an equal opportunity employer.

Persons of the female gender, persons living with disabilities and those from minority groups are encouraged to apply

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