

LAIKIPIA

P.O. Box 1100-20300,
NYAHURURU,
KENYA



UNIVERSITY

Cell: +254 (0) 771678035
radmin@laikipia.ac.ke; www.laikipia.ac.ke

OFFICE OF THE REGISTRAR (ADMINISTRATION AND HUMAN CAPITAL)

Ref: LU/R(ADMIN)/IA/1/8/86

27th January, 2021

INTERNAL ADVERTISEMENT

ASSISTANT PUBLIC RELATIONS OFFICER II (GRADE 8)

Applicants are invited for the post of **Assistant Public Relations Officer II Grade 8** in the Office of the Vice Chancellor: -

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, Marketing or its equivalent.
- Computer Literacy
- Exemplary work performance.

Experience

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

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 10th February, 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.