

Job Opening

Job Title	Public Relations Officer
Location	Freetown, Sierra Leone
Posting Period	15 August to 30 August 2022
Job Opening number	22-ADM-AFRIKO-00023
Contract Duration	1 Year with Possible extension
Job Summary	Developing PR strategies and campaigns; Preparing press releases, keynote speeches and promotional material and building positive relationships with stakeholders, media and the public

Job brief

Afrikonet Limited is looking for a Public Relations (PR) Officer to organize and oversee the company's PR activities and ensure effective communication with stakeholders, media, and the public.

As a PR Officer, the incumbent expected to be an organized and cool-tempered professional who can handle a crisis. The incumbent is expected to have a creative mind and excellent communication skills, including public speaking.

The incumbent's goal will be to cultivate a positive company image.

Responsibilities

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Prepare and distribute press releases
- Organize PR events (e.g. open days, press conferences) and serve as the company's spokesperson
- Seek opportunities for partnerships, sponsorships and advertising
- Address inquiries from the media and other parties

- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

Requirements and skills

- 2 Years proven experience as a Public Relations Officer or similar PR role
- Experience managing media relations (online, broadcast and print)
- Background in researching, writing, and editing publications
- Proficient in MS Office and social media
- Familiarity with video/photo editing is a plus strong communication ability (oral and written)
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude

Education

- BSc/BA in Public Relations, Journalism, Communications, or a related field

Assessment

- Evaluation of qualified shortlisted candidates may include social reasoning tests and formal interviews.

Special Notice

- Female candidates are strongly encouraged to apply for this position. Afrikonet Limited is committed to achieving 50/50 gender balance.

How to Apply:

1. Login to <https://afrikonet.sl/vacancy/> or [click here](#) to download application form
2. Complete the application form and prepare your one-page cover letter.
3. Upload your application form and cover letter to [Afrikonet Limited's vacancy page](#)

AFRIKONET LIMITED DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS (APPLICATION, INTERVIEW MEETING, PROCESSING, OR TRAINING).