

THE REQUIREMENTS FOR VACANCY

PR and Outreach Manager

POSITION	PR and Outreach Manager
BASIC REQUIREMENTS	<ul style="list-style-type: none"> ✓ To have Master's degree in the journalism, international relations or relevant areas. ✓ To be free of diseases and infirmities that may hinder the exercise of his duties. ✓ Not having been convicted of a felony or a crime against honour or trust. ✓ Not having been removed from any job for disciplinary reasons.
LANGUAGES	<ul style="list-style-type: none"> ✓ This designation requires fluent knowledge of Kazakh, Russian and English (Arabic/French are desirable)
EXPERIENCES	<ul style="list-style-type: none"> ✓ Proven experience in relevant position (at least 5 years of working experience in fields of public relations, media outreach, journalism and (or) marketing (preferably in agriculture))
PUBLICATIONS	<ul style="list-style-type: none"> ✓ To have several publications on PR, media industry, journalist research and investigations
DUITIES & RESPONSIBILITIES	<p>Public Relations and Communications</p> <ul style="list-style-type: none"> ✓ Develop and implement an integrated strategic communications plan to advance Organisation's identity in the world, ✓ Broaden international and local awareness of Organisation and its programmes and increase visibility across key stakeholder audiences ✓ Write, update, edit and oversee production and design of printed materials ✓ Serve as primary media contact for international media channels/journals/magazines ✓ Develop and implement PR strategies including media outreach, issuing press releases, fielding media inquiries and creating and maintaining media lists ✓ Act as "Organisation programmes ambassador", ensuring proper and consistent use of naming conventions, brand attributes and logo ✓ Prepare photography and other media for publication and maintain digital media library <p>Social Media, Website and E-Marketing</p>

	<ul style="list-style-type: none"> ✓ Work with staff and contractors to develop and implement social networking strategies, develop content and monitor and respond to inquiries ✓ Write wish grant testimonials for website and social media ✓ Manage website, including: maintain integrity of website content and structure; monitor and report on key metrics from Google Analytics; and utilize Search Engine Optimization ✓ Manage and execute email communications program, including quarterly e-newsletters, campaign messages and fundraising e-appeals
SOFT SKILLS	<ul style="list-style-type: none"> ✓ Analytical and Relationship-building skills; Advanced knowledge of social media; Tech savvy; Perfect writing skills; Advanced proficiency in MS Office; Outstanding verbal and written communication skills; Experience with graphic design and website management; social-orientated, responsible, disciplined, able to stick deadlines, executive, goal-orientated, able to perform solely and within team; Self-motivated and able to work with minimal oversight; Excellent time-management and organizational skills; Detail-oriented and efficient; Knowledge of agric industry and/or international public relations a plus.
SALARIES, INCREMENTS, ALLOWANCES AND OTHER SOCIAL PACKAGES	<ul style="list-style-type: none"> ✓ To be discussed