

SCHEME OF SERVICE

TITLE	Communication /Public Relations Officer
SALARY	Rs 37290 x 925 - 39140 x 970 - 46900 x 1050 - 49000 x 1100 - 54500 x 1450 - 58850 x 1750 - 62350 x 1850 - 67900 x 1900 - 75500 x 2250 – 77750 (PRB 2026)
RESPONSIBLE TO	General Manager or any other officer designated by him

QUALIFICATIONS & EXPERIENCE:

- A. A Cambridge Higher School Certificate or Passes in at least two subjects obtained on one certificate at the General Certificate of Education “Advanced Level”.
- B. A Degree in Communication Studies or Journalism and/or Media Studies from a recognised institution

OR

Equivalent qualifications to A and B above acceptable to the Board.

C. Candidates should also -

- (i) Be computer literate and fluent in English & French;
- (ii) Possess an outgoing personality with excellent interpersonal, organizing and communication skills; and
- (iii) Be proactive and have the ability to work under pressure.

Working experience in the mass media industry and exposure to the publishing/printing industry is desirable.

Note:

Qualification at A above should have been obtained prior to qualification at B above. However, candidates who, as at 30 June 2003, did not possess the qualification at A above, will also be considered provided they hold -

- a. A Cambridge School Certificate or Passes obtained on one certificate at the General Certificate of Education “Ordinary Level” either (i) in five subjects including English Language with at least Grade C in any two subjects or (ii) in six subjects including English Language with at least Grade C in any one subject or an equivalent qualification acceptable to the Board.
- b. A Master’s Degree or a postgraduate diploma from a recognized institution in one of the fields at B above or an equivalent qualification acceptable to the Board.

Qualification at (a) under ‘Note’ should have been obtained prior to qualification at B above and at (b) under ‘Note’.

Candidates should produce written evidence of experience/knowledge claimed.

SCHEDULE OF DUTIES:

1. To promote and provide quality customer service, through audio/visual/written communications on the mission, goals, philosophy and services of the CWA;
2. To measure, evaluate and report on the effectiveness of the Authority's public relations activities;
3. To implement an effective mechanism for internal communication within the Authority to ensure consistent collection of data needed for external communications.
4. To assist the General Manager in the formulation and implementation of public relation activities in the CWA;
5. To gather write up and edit information for internal and external publication, website, annual report, press release and other forms of internal and external communication on CWA sites;
6. To organise and co-ordinate all PR activities, press conferences, interviews, receptions (including presence at airport to welcome and see off overseas visitors), inaugural/ award ceremonies;
7. To participate in the design, planning and implementation of CWA's internal and external communication exercise (marketing communication strategies, programme....)
8. To participate in planning and co-ordinating PR activities to promote CWA Corporate image;
9. To screen local media and publication and prepare reviews;
10. To assist in drafting replies to parliamentary questions (including collection of information);
11. To make payments to communication service providers;
12. To monitor assignment entrusted to external communication services(advertising agencies, communication consultants etc...);
13. To use Information and Communication Technology in the performance of his/her duties;
14. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Communication Officer in the role ascribed to him.

Approved by CWB on 25 January 2013