

This [Public Relations](#) (PR) Officer job description template includes key Public Relations (PR) Officer duties and responsibilities. You can post this template on job boards to attract prospect applicants.

### **Job Brief:**

We are looking for a Public Relations (PR) Officer to organize and oversee PR activities and ensure effective communication with stakeholders, media and the public.

As a PR Officer, you should be an organized and cool-tempered professional who is able to handle a crisis. We expect you to have a creative mind and excellent communication skills. If you are also confident in your public speaking and project management abilities, we'd like to meet you.

Your 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:

- 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 project management software and 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
- BSc/BA in Public Relations, Journalism, Communications or a related field