

Media Relation Officer – Communication Department

National Service - Job Description

Position:Media Relation Officer

Reports to:Head of communication

Liaises with: Reception, Web master, Graphic designer and the Deputy director

PURPOSE OF JOB: To assist in the development and delivery of media and public relations plans, as part of Alliance Française Accra's broader publicity strategy.

GENERAL DUTIES AND RESPONSIBILITIES

1. Create and write press releases to promote Alliance Française Accra's profile and activities
2. Develop and maintain relationships with external media providers and journalists.
3. Ensure effective management and update of data base of media, to develop and manage relevant media lists, and actively build relationships with key media partners and stakeholders, creating opportunities for partnerships wherever possible.
4. Constantly monitor and analyze press output and coverage achieved.
5. To be the main point of contact for all media enquiries.
6. Attending press conferences and media interviews (for Alliance Française's Festivals)
7. Writing and distributing press releases and informing members of the public (as well as the press) about events and initiatives
8. Generating ideas to gain more media coverage
9. Make short videos for the promotion of Alliance Française Accra's activities
10. Be in charge of managing relationship between Alliance Française Accra and its Distribution places for posters, brochures and flyers

SKILLS

Must have the following skills:

- Excellent communication skills in English, both written and oral
- Fluency in French is an advantage
- An excellent working knowledge of IT and all applications relating to communications
- Strong organizational skills
- The ability to write press releases and news reports
- The ability to manage a heavy workload
- An excellent knowledge of the national and regional media
- The ability to work well under pressure
- The ability to work to meet tight deadlines
- The ability to work well in a team
- The ability to work using own initiative
- Creativity
- Close attention to detail
- The ability to handle criticism
- Be pleasant and have a good human relation skills

- A flexible and committed approach to the job

National Service conditions: 350ghc compensation + 100ghc transport allowance + *Freelanguage classes*.

Mode of application: Kindly send your CV and application letter to com@afaccra.org and info@afaccra.org before the **19th April, 2015**

Website: www.afaccra.org