

## THE REQUIREMENTS FOR VACANCY

### PR and Outreach Manager

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

	<ul style="list-style-type: none"> <li>✓ Work with staff and contractors to develop and implement social networking strategies, develop content and monitor and respond to inquiries</li> <li>✓ Write wish grant testimonials for website and social media</li> <li>✓ Manage website, including: maintain integrity of website content and structure; monitor and report on key metrics from Google Analytics; and utilize Search Engine Optimization</li> <li>✓ Manage and execute email communications program, including quarterly e-newsletters, campaign messages and fundraising e-appeals</li> </ul>
<b>SOFT SKILLS</b>	<ul style="list-style-type: none"> <li>✓ 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.</li> </ul>
<b>SALARIES, INCREMENTS, ALLOWANCES AND OTHER SOCIAL PACKAGES</b>	<ul style="list-style-type: none"> <li>✓ To be discussed</li> </ul>