



Institute of Public Relations (IPR), Ghana is a recognized professional body which brings together PR practitioners in Ghana and provides training for students.

IPR, Ghana invites applications from qualified persons for the following positions:

### **PUBLIC RELATIONS EXECUTIVE**

We are seeking a dynamic and result oriented individual to occupy the above position.

#### **About the Role**

As our Public Relations Executive, you will be under the direction of the IPR Council, the EXCO and the direct supervision of the IPR, Ghana Executive Secretary, and undertake the planning and implementation of all communication and Public Relations related activities for the Institute.

#### **Key Responsibilities:**

##### **Strategy:**

- Work with the Research and Digital Management Committee to gather relevant data to inform the development of communication plans for the Institute.
- Develop and implement communication strategies for the Institute.

##### **Message and material development:**

- Lead in the development and production of messages, editorial material, and other communication support material and activities as part of the delivery of the communication/ PR strategies for the Institute.

##### **Stakeholder relations:**

- Identify the Institute's stakeholders and ensure that the Institute builds and maintains enduring relationships with them.

##### **Digital communication Management:**

- Manage all digital communication platforms of the Institute, including website and social media platforms such as Facebook, Instagram, and LinkedIn, and curate content while ensuring the platforms are up to date.

##### **Reputation Management:**

- Develop and implement strategies to maintain and enhance the Institute's reputation.

##### **Documentation:**

- Ensure proper documentation of the communication and PR activities of the Institute.

### **Planning and Reporting:**

- Submit annual, quarterly, monthly as well as activity reports as required plans

### **Monitoring and Evaluation:**

- Measure impact and report on the effectiveness of engagement strategies, internal communications, and external communications.

### **Qualifications and Requirements**

- Master's degree in Public Relations, Communication or a related field. With a minimum of five (5) years of post national service work experience in Public Relations including digital media management, events, marketing, and corporate social responsibility.
- Master's degree in Public Relations, Communications, Business Administration, or a related field is an advantage. With a minimum of eight (8) years of post national service work experience in Public Relations including digital media management, events, marketing, and corporate social responsibility.
- Strong communication (written and active listening), organizational, and interpersonal skills.

### **Benefits:**

- Competitive salary commensurate with experience.
- Opportunities for professional growth and training.
- Pleasant working environment with a dedicated and supportive team.

If you are a motivated individual with a passion for community engagement in a non-profit membership-based environment and keen to contribute to the growth of a professional organization, we encourage you to apply for any of the above listed jobs at IPR, Ghana.

Please submit your CV and a cover letter detailing your suitability for the role to [jobs@iprghana.org](mailto:jobs@iprghana.org) on or before **5 pm Thursday, 15<sup>th</sup> August 2024**. Only shortlisted candidates will be contacted.

We look forward to welcoming you to our team.