



EXCELLENCE EQUITY OPPORTUNITY

JOB DESCRIPTION: COMMUNICATIONS & PUBLIC RELATIONS OFFICER

THIS IS AN INTERNAL RECRUITMENT.

ONLY PERSONS ALREADY EMPLOYED WITH THE ANGLICAN DIOCESE NEED APPLY.

The Office of Development & Alumni Relations

The **Communications & Public Relations Officer** will be assigned to the Office of Development & Alumni Relations. This position will report to the **Chief Development Officer**. The Mission and functions are outlined below:

Mission

To develop understanding and support among Anglican Central Education Authority (ACEA) stakeholders, of the critical role of private philanthropy to Anglican schools. In so doing, to forge relationships that will help to secure the commitments required to advance the educational mission of the Anglican Diocese.

Functions

The ACEA Office of Development and Alumni Relations will achieve this mission through three core functional areas: development, alumni relations and communications.

The principal goal of the *development* function is to establish and cultivate relationships that support and foster a dynamic culture of involvement and philanthropic giving, towards the advancement of the priorities and development objectives of the Anglican school system.

The principal goal of the *alumni relations* function is to cultivate lifelong relationships with Anglican school alumni, through meaningful engagements aimed at raising alumni awareness, pride, participation, volunteer involvement and philanthropic commitment to Anglican schools.

The principal goals of the *communications* function are to increase awareness of Anglican schools, help shape and enhance schools' image, and to advance development objectives among all constituencies, through integrated, strategic communications.

COMMUNICATIONS & PUBLIC RELATIONS OFFICER

Role of the Communications and Public Relations Function:

To develop strategies, create standards and produce a wide range of communications in support of key ACEA priorities and initiatives, including development, brand marketing, news and promotion.

Core areas of responsibility:

- Development Publications and Marketing
- Public and Media Relations
- Employee and Alumni Publications
- Advertising, Awareness and Advocacy Campaigns
- Recruitment Publications and Marketing Collateral
- Anglican Community Outreach & Engagement
- Strategic coordination with the Diocese Youth Department
- Internal (Anglican School System) Communications and Promotions
- Content Management of Website and Social Media
- Crisis Communications

Essential duties:

- Planning, developing and implementing PR strategies
- Liaising with colleagues and key spokespeople
- Liaising with and answering enquiries from media, individuals and other organisations, often via telephone and email
- Researching, writing and distributing press releases to targeted media
- Collating and analysing media coverage
- Writing and editing in-house articles and other publications
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Devising and coordinating photo opportunities
- Organising events including press conferences, exhibitions, open days and press tours
- Maintaining and updating information on the ACEA's website
- Managing and updating information and engaging with users on social media sites such as Twitter and Facebook
- Managing the PR aspect of a potential crisis situation

Qualifications:

- Bachelor's degree in a relevant field of study.
- Three years of relevant experience.
- Excellent communication, interpersonal and writing skills.
- Drive, competence, flexibility and a willingness to learn.
- Excellent organisational and time management skills with the ability to multitask.
- Ability to cope with pressure.
- Creativity, imagination and initiative.
- Good teamwork, analytical and problem-solving skills.
- Business awareness and a good knowledge of current affairs.
- Proficiency in MS Office software applications.
- Strong personal commitment to the mission of the ACEA's Office of Development & Alumni Relations.
- Demonstrated understanding of the Anglican ethos and commitment to principles of the Anglican Faith.

Submission Requirements

This recruitment is being facilitated by The Vivian Group on behalf of the Anglican Central Education Authority. Interested persons should submit the following by electronic email no later than **October 27th**, to acearecruitment@viviangroupbahamas.com:

1. Cover letter
2. Curriculum Vitae
3. Copies of degree certificates
4. Three references

Hard copies may be sent by traditional mail to:

ACEA Recruitment
c/o The Vivian Group
P. O. Box N 9636
Nassau, The Bahamas