



Republic of the Philippines
BATANGAS STATE UNIVERSITY
Batangas City

HUMAN RESOURCE MANAGEMENT OFFICE

Batangas State University is seeking applications from competent candidates, regardless of sex, sexual orientation and gender identity, civil status, disability, religion, ethnicity, or political affiliation to fill the following positions:

1. One (1) Senior Public Relations Specialist - *SG 16

(Under Job Order Status; To be assigned at the Office of the University President, BatStateU - Central)

Education: Preferably Master's Degree related to Media Studies, Marketing, Communication, Journalism, Creative Multimedia, or similar degrees

Experience: At least five years' work experience in public relations, brand development, and/or content manager

Expertise: Possesses proficient oral, written, and presentation skills; Can communicate effectively with local and international partners; Proactive, engaging, collaborative, detail – oriented, and organized; Able to manage multiple competing priorities simultaneously; Creative and innovative thinker who executes in a timely and efficient manner.

Salary Grade 16 – (249.74/hour)

**Actual Salary Grade will be based on the qualifications of the selected candidate*

Duties and Responsibilities:

- Conceptualize and promote a unique university brand and institutional image in fidelity to the institution's distinct academic and research culture juxtaposed with emerging, global trends in higher education;
- Provide progressive leadership in all aspects of the university's public relations strategy, including the planning, development, management, and evaluation of the university's public relations and promotional materials, as well as the university website and its official social media account. Prepare official communications and memoranda of the Office of the University President;
- Strategize possible initiatives and provide creative options to enhance public engagement and/or support to the University's projects and activities;
- Constantly coordinate, engage, and develop a positive working relationship with print, broadcast, and/or social media organizations to generate buzz and media coverage for significant university milestones and accomplishments;
- Conceptualize and prepare compelling press releases, and recommend relevant story pitches beneficial to the enhancement of the University's image and branding;
- Remain updated with significant milestones, accomplishments, and engagements of the university to be able to develop newsworthy items for possible media mileage;
- Track the university's online presence and social media performance to be able to provide data-based guidance and strategic recommendations for continuous improvement and enhanced public engagement;
- Facilitate press conferences and media briefings for significant university milestones and activities;
- Prepare and constantly update a media contact list for reference in relevant activities;
- Prepare pertinent reports for reference of the management in decision-making and strategic planning; and
- Perform other duties as may be required by higher authorities from time to time.

Qualified applicants may send their application letter addressed to the **University President, Dr. Tirso A. Ronquillo**, thru **Mrs. Louwelyn L. Andal, Assistant Director of HRMO**, together with your updated resume, transcript of records and other credentials at **recruitment.central@g.batstate-u.edu.ph** with the subject **ATTN: Application for Senior Public Relations Specialist**. Submission of application is only from **August 23, 2021 – September 01, 2021**.

The above positions are for immediate hiring. Terms and condition of employment will be discussed during interview. For additional information you may also call 980-0385 local 1104.