



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) Public Relations Specialist – SG 12

(Under Job Order Status; To be assigned at the Public Relations Office)

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

Experience: At least three (3) years of work experience in public relations, brand development, and/or content management

Competencies: Possesses proficient oral, written and presentation skills

Other Qualifications: Proactive, engaging, collaborative, detail-oriented, and organized, able to manage multiple competing priorities simultaneously, willing to work with flexible hours

Salary Grade 12 – (177.63)

Duties and Responsibilities:

- Conceptualize and promote a unique university brand and institutional image in fidelity to the institution's distinct academic and research culture vis-a-vis emerging, global trends in higher education.
- Design the university's public relations strategy, including the planning, development, and management of the university's public relations and promotional materials, as well as the university website and its official social media accounts.
- 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 press releases, and recommend relevant story pitches beneficial to the enhancement of the university's image and branding.
- 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 – physical or virtual - for significant university milestones and activities.
- Prepare and constantly update a media contact list for reference in relevant activities.
- Perform other related tasks that may be directed by superiors 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 **updated resume, transcript of records, certificates of employment and trainings attended and other credentials** at **recruitment.central@g.batstate-u.edu.ph** with the subject **ATTN: Application for PR Specialist**. Submission of application is only from **January 03, 2022 to January 12, 2022**.

NOTE: THESE APPLICATION DOCUMENTS SHOULD BE IN A SINGLE PDF FILE ONLY. FOR STRICT COMPLIANCE.

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