



## **Job Description for a Public Relations manager**

### **Objective of Position**

The Public Relations Manager will lead OxCME in developing and implementing comprehensive communication and information management strategies, managing the website and will provide professional support in the fundraising efforts and the development of program proposals.

### **General Duties**

1. Overall OxCME Management Role: Make propositions to the Director in developing and implementing OxCME media and communication policies and procedures.
2. Plan: Propose media and communication long-range plans (including the management of OxCME website) designed to meet OxCME goals and improve its visibility.
3. Organize: Strengthen communication and good relations with appropriate external bodies and other departments. Ensure availability and make most efficient use of human resources, supplies and equipment.
4. Control: Ensure the quality of work and conformance with objectives defined in OxCME strategy. Prepare and present reports for the information of the Director.

### **Specific Duties**

#### Communication:

1. Lead the design and implementation of an information/communication management strategy for OxCME.
2. Managing and updating the content of the OxCME website (in line with OxCME educational ethos).
3. Prepares and authorise (in coordination with other members) the publicity materials and business communications of OxCME. Printed materials include brochures, newsletters and articles for the local and international community.
4. Liaising with and answering inquiries from media, individuals and other organizations, often via telephone and e-mail.
5. Raising awareness of OxCME and its work, at the local and international level, preparing multi-media presentations and distributing press released to targeted media as necessary.
6. Work with all forms of media, and help produce supporting materials such as posters, websites and newsletters to promote, market and advertise forthcoming events.
7. Review and authorise program related documents/updates including projects' profiles, fact sheets, speeches, success stories and situation analysis in English (in coordination with programme directors).
8. Prepare regular reports to the director and Board of Trustees about OxCME communication strategies and plan.
9. Ensure that project results and reports are properly disseminated internally and externally

#### Resource Mobilization:

1. Participate in the design and implementation of a fundraising strategy for OxCME.
2. Strengthen and leverage the network of current and potential board of advisors.
3. Provide continuous updates on fundraising performance.
4. Case statement development and the formulation of messaging and communications strategies for meetings/events, public relations, and social media related to development and fundraising efforts.
5. Identifying new funding opportunities