

Vacancy for Public Relations Manager

Vacancy for **Public Relations Manager**

- Responsible for the internal and external communications of the university, maintaining good relations with media representatives and general public.
- Preparing promotional articles, press releases, speeches and official responses to the questions posted by media representatives.
- Monitoring the materials related to the university published in mass media.
- Communicating with the representatives of the media, organising press conferences and similar media events.
- Raising brand awareness, number of visitors and visibility on targeted social media and channels.
- Proposing and developing content creation for blog, social networks and newsletter campaigns.
- Research and analysis of the potential of online channels.
- Coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts).
- Processing interesting topics for readers, viewers at university website.
- Publishing information in mass media.
- Managing social networks – Facebook, Twitter, Instagram, Youtube and others.

- Monitoring discussions, contributions, responding to questions
- Promotion of activities of the university
- Creating advertising texts, slogans, and the main ideas of advertising campaigns.
- Providing linguistic editing of written texts.
- Execute search keyword discovery and expansion.
- Perform external back link analysis and provide recommendations.
- Monitor, track, and report on SEO metrics, including trend analysis, and keyword performance
- Perform site quality checks, including navigation and broken link analysis of website

Note: Salary is discussed based on the results of the interview

To apply for this opportunity, please send your resume and a cover letter and salary expectations to a.tronevich@new.polito.uz