



**S A M O A F I R E A N D E M E R G E N C Y
S E R V I C E S A U T H O R I T Y**

Position Description

Position Title	Senior Public Relations/Media Officer
Salary	\$38,397.00p.a.(SAT)
Risk Allowance	\$800.00p.a(SAT)
Department	Office of the Commissioner
Location	Apia Station, Beach Road Tauese, Apia Upolu

Working Relationships

Reports to	Commissioner
Internal relationships	Office of the Commissioner, Fire Suppression and Emergency Response, Fire Safety and Prevention, Corporate Services, SFESA staff
External relationships	Develop and Maintain effective relationships with the following external - individuals/groups: <ul style="list-style-type: none">• Other Government Ministries• Other Government State Owned Enterprises• Public & Private Sectors

Position Objectives:

As a Senior Public Relations Officer (PR), the role involves using all forms of media and communication to build, maintain and manage the reputation of the Authority. These range from public bodies or services, to businesses and voluntary organizations. You'll communicate key messages, often using third-party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organisation and its public. This may be between organisations (business-to-business, or B2B) or individuals, and the general public.

Position Duties and Responsibilities:

- Work as part of team where you'll plan, develop and implement PR strategies
- Build strong relationships and networks with colleagues, clients and the media and answer enquiries from the media and other organisations
- Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities for the Authority
- Research, write and distribute press releases to targeted media
- collate and analyse media coverage
- Write and edit in-house magazines, case studies, speeches, articles and annual reports
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Revise photo opportunities and coordinate studio or location photography
- Organise events (such as press conferences, exhibitions, open days and press tours), source speakers and seek out sponsorship opportunities
- Assist with maintain and update information on the organisation's website
- Manage and update information and engage with users on social media sites such as Twitter and Facebook
- Prepare regular client reports and attend client meetings
- Undertake research for new business proposals and present them to potential new clients
- Foster good community relations through events such as open days and through involvement in community initiatives
- Manage the PR aspect of a potential crisis situation.

Education & Qualification

- Hold a Minimum of a Bachelors Degree in Journalism, Management or an equivalent qualification from a Recognised Tertiary Institution

Knowledge and Experience

- Proven experience as a Public Relations Officer or similar PR role
- Experience managing media relations (online, broadcast and print)
- Background in researching, writing and editing publications
- Proficient in MS Office and social media
- Familiarity with project management software and video/photo editing is a plus
- Strong communication ability (oral and written)
- Ability to work well under pressure
- Creativity and problem-solving aptitude

Skills and Abilities

- Excellent interpersonal and communication skills, including effective writing skills
- Self-confidence, drive, competence and a willingness to learn
- Excellent organisational and time management skills with the ability to multitask
- Flexibility, determination, enthusiasm and the ability to cope under pressure
- Creativity, imagination and initiative
- Good teamwork, negotiation and problem-solving skills
- Business awareness and a good knowledge of current affairs
- Ability to think strategically, for planning successful PR campaigns
- Capacity to prioritise tasks and projects effectively

Personal Attributes

- Honesty
- Positive 'can do' attitude
- Professional
- Trustworthy with strong moral ethics
- Common sense, practical and results focused approach
- Possess cultural awareness and sensitivity