

## **PUBLIC RELATIONS OFFICER (PRO)**

Public Relations (PR) is about managing reputation, influence opinion and behaviour. PR officer should use all forms of media and communication to build, maintain and manage the reputation of the Council.

The PRO should:

1. Monitor public opinion regarding the Council.
2. Develop and implement communication strategies for the Council.
3. Plan public relations programmes, give advise on presenting arguments on behalf of the Council to the government, other organizations and special interest groups.
4. Help prepare responses to enquiries from the public, media and other organizations.
5. Arrange interviews with journalists, prepare and distribute media releases and liaise with and make statements to the media after obtaining necessary approval from the Council.
6. Write, edit and arrange production of newsletter, in-house magazine, pamphlets and brochures.
7. Oversee production of visual, audio and electronic material, including managing websites.
8. Organize and manage events, conferences and new initiatives by the Council.
9. Showcase the image of the Council.
10. Ensure the presence and visibility of the Council in the public domain.
11. Highlight the strengths of the Council nationwide.
12. Publicize all competitions conducted by the Council.
13. Obtain information regarding achievement of Council Schools in academic and extra-curriculum fields State-wise and make it available to the office of the Council for putting on Council's website.