

Land Transport Authority

Job Description

Date:	12th September 2019	Position Title	Public Relations Officer
Division:	Corporate Services Division	Classification Level	\$15,407.00 per annum
Directly Supervises	0		
Reports to:	Responsible to Manager Corporate Services through the Principal Public Relations Officer		

Primary Objective

	To maintain and sustain a closer network relationship with stakeholders in accordance to good and best practices of Public Relations functions via effective & efficient types of communication
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Responsibilities

1	Ensure timely responses to the queries of customers and proper coordination between various media and the authority's ad agency
2	Attend drainage committee fortnightly site visits and monthly meetings in the absence of the Principal Public Relations Officer.
3	Assist in the preparation of Regular Awareness programs for public bodies, (schools, communities etc)
4	Dissemination of information to Media Outlets as directed by PPRO
5	Assist in drafting and distributing communication materials such as communication materials like press releases, newsletters, advertisements etc.
6	Assist the Principal Public Relation Officer in producing a favorable brand image for the Authority.
7	Assist in corporate documents preparations.
8	Establish a good relationship with the Media Outlets.
9	Coordinating press releases and drainage monthly meetings.
10	Receive phone calls and respond to customer enquiries as appropriate.
11	Other duties directed from time to time

Selection Criteria

Selection Criteria		Essential - Desirable	Weighting
Qualification	Minimum qualification of Certificate in Office Management from a recognized institution or UPY Certificate with good passes in English and Samoa	Essential	
Work Experience	Minimum of 2 years relevant working experience.	Essential	
Knowledge and Skills	Knowledge of LTA roles and functions.	Desirable	
	Good communication (written and oral) and interpersonal skills in English and Samoan.	Essential	
	Knowledge of customer service and basic administrative work.	Essential	
	Must be Computer Literate and knowledge in using In-design CS or other relevant software	Essential	
	Demonstrates ability to be proactive in planning, organizing, and analyzing.	Essential	

Competencies	
1	Honesty
2	Team building
3	Flexible and Common Sense
4	Relationship establishment with customers & clients
5	Integrity
6	Punctuality
7	Responsible, Listen and Respond

Prepared by:	Human Resource
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