

Land Transport Authority

Job Description

Date:	March 2025	Position Title	Public Relations Officer
Division:	Corporate Services Division	Classification Level	G3/S1-G4/S7 \$17,838.84-\$28,545.89 p.a.
Reports to:	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		
Responsibilities			
1	Has demonstrated knowledge and experience in social media (must be an active user of social media pages including Facebook, Instagram, Twitter etc.), has experience in creating visual media such as posters, short clips for advertisements etc. and this person must be able to advise on innovative ways to maintain visibility of LTA and all its services to the public		
2	Assist in preparation of PR monthly reports for Board and Management		
3	Assist in attending drainage committee fortnightly site visits and monthly meetings when required		
4	Assist in all duties to the primary objective of the position		
5	Assist in the preparation of Regular Awareness programs for public bodies, (schools, communities etc)		
6	Assist in preparing, organizing and delivering relevant information and services to target audience		
7	Assist in the dissemination of information to Media Outlets as directed by PPRO		
8	Assist in compilation of Annual Report on an annual basis		
9	Provide assistance in brainstorming for LTA advertisement, filming for public awareness		
10	Responsible for effective record keeping and filing for the PR Team		
11	Receive and respond to customer enquiries, update of LTA Facebook Page and Messenger		
12	Receive record and distribute internal and external mails and correspondence.		
13	Must be Computer Literate and knowledge in using Indesign CS or other relevant software		
14	Provide assistance in other duties as directed from time to time		

Selection Criteria		Essential - Desirable	Weighting
Qualification	Minimum qualification of Certificate in Office Management from a recognized institution.	Essential	
Work Experience	Minimum of 2 years relevant working experience.	Essential	
Knowledge and Skills	Knowledge of LTA roles and functions and customer protocols.	Desirable	
	Demonstrated ability to design, manage events, career day, conferences, launching and others.	Essential	
	Demonstrated ability to clearly communicate both orally and in writing in Samoan and English	Essential	
	Must possess sound knowledge on Samoan Customs and Traditions.		
	Computer literacy in Word, Excel, Power point and email.	Essential	
	Ability to organize and maintain an effective filing system.	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