

# **Staff for Office of Public Affairs, Communications and Alumni**

## RESPONSIBILITIES

The University of Cambodia assumes the overall responsibilities as follows:

- Implements marketing and advertising campaigns by assembling and analyzing enrollment forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars;
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data;
- Prepares marketing reports by collecting, analyzing, and summarizing enrollment data;
- Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt;
- Supports sales staff by providing sales data, market trends, forecasts, account analyses; new product information; relaying customer services requests. Build Trust, value others.

## QUALIFICATIONS AND SKILLS

- At least BA in Media and Communication (Master in Media and Journalism is preferable);
- At least 3 years experienced in the field of Social Media;
- Understanding of social media universe including Facebook, Twitter, Blogs, etc;
- Strong Photoshop and visual skills;
- Ability to manage a small cadre of community reporters and bloggers and work effectively under pressure with limited supervision;
- Knowledge of cutting-edge social media tactics;
- Proven track record on Mast Communication;
- Experienced in writing article, content and press release;
- Understanding of financial management;
- Ability to delegate authority and responsibility;
- Understanding of, and commitment to undergraduate/graduate education, research and creative scholarship, engagement with society, teaching excellence, creating a positive work environment;
- Understanding of, and commitment to diversity and multi-cultural development;
- Effectiveness in advocating for the university and its mission;
- Proficiency in English and Khmer.