
	<b>MTI - HAYATABAD MEDICAL COMPLEX</b>	Doc. No.	HMC-HRD-F-02
	<b>RECORD FORMAT</b>	Version No.	00
	<b>JOB DESCRIPTION</b>	Date	02-05-2022

<b>JD No.</b>	<b>01-PRO</b>
<b>Job Title</b>	<b>Public Relations Officer</b>
<b>Department</b>	<b>PRO</b>
<b>Reporting To</b>	<b>RMO</b>

<b>Job Overview</b>	Assist media cell in developing good image of the institute and liaison for better PR of the hospital management
<b>Duties &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>• Arranging PR events and activities</li> <li>• Liaising with and answering enquiries from media, individuals and other organizations, often via telephone, email and other sources.</li> <li>• Assist and coordinate with stakeholders and public.</li> <li>• Collating and analyzing media coverage.</li> <li>• Devising and coordinating PR opportunities.</li> <li>• Prepare contents for social media pages of the hospital.</li> <li>• Managing the PR aspect of a potential crisis situation.</li> <li>• Maintain a record of the media coverage related to hospital.</li> <li>• Liaison with hospital management and media cell for issues and challenges.</li> <li>• Prepare, maintain and Disseminate PR kit.</li> <li>• Any other responsibility/job assigned by the supervisor.</li> </ul>
<b>Job Requirements / Hiring Criteria</b>	<b>Academic &amp; Professional Qualifications:</b> <ul style="list-style-type: none"> <li>• University degree from a recognized university.</li> </ul>
	<b>Related Experience:</b>
	<b>Skills/Competencies:</b> <ul style="list-style-type: none"> <li>• The candidate must possess strong PR, communication skills.</li> <li>• Good relations with the media, ability to handle and resolve conflict/ problematic situations.</li> <li>• Excellent writing skills, excellent negotiation skills and ability to close a deal.</li> <li>• Ability to prepare media plans/budgets and to monitor expenditure against budgets, excellent creative writing skills, ability to write, proof read media content effectively.</li> <li>• Ability to build relationships at all levels, ability to work autonomously and as a member of a team.</li> </ul>
<b>Working Environment</b>	<b>Working Conditions:</b> <ul style="list-style-type: none"> <li>• Work in office related environment.</li> </ul>
	<b>Physical Effort:</b> <ul style="list-style-type: none"> <li>• Any task related to department inside hospital.</li> </ul>

	<b>Name</b>	<b>Designation</b>	<b>Date</b>	<b>Signature</b>
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<b>Prepared by</b>	Ishrat	PRO		
<b>Reviewed by</b>		RMO		
<b>Approved by</b>	Shehzad Akbar	Hospital Director		

#### Acknowledgment:

*I have read and understood my position description. I understand that these responsibilities maybe modified to meet arising needs in the department*

Employee:	Date:
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