



## ToR for PR Officer

### **Background**

The aim of the engagement of the Public Relations Officer is to use all forms of media and communication to strengthen horizontal and vertical coordination and networking among all stakeholders, as well as to spread the KRCT's work toward wider public opinion.

Since its foundation KRCT provides Interdisciplinary services in support of women and survivors of sexual violence during the war in Kosovo. These provisions of services include medical and psychological therapy for survivors and their family members, awareness on their legal rights, legal advice, economic empowerment programs, and activities aiming towards institutional recognition of their rights.

Within the mandate to promote and advance respect for human rights for persons deprived of their liberty, KRCT undertakes regular monitoring activities in places of detention, such as: prisons, detention centers, police custodial cells, mental health institutions and also promotes the practices and legislative standards for the protection and enhancing the respect for the rights of persons deprived of their liberty.

The KRCT sees its role in the society as a service provider, litigator and human rights watchdog. Of particular importance was the constant and strong advocacy effort that KRCT has made with government institutions in addressing the issue of survivors of sexual violence during the war in Kosovo.

### **Tasks of the PR Officer**

In particular, the tasks of the PR Officer are the following:

- Planning, developing and implementing communication strategies related to the project;
- Collaborate with internal teams and maintain open communication with senior management;
- seek opportunities for partnerships, sponsorships and advertising;
- collating and analysing media coverage;
- writing and producing presentations and press releases;
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- organising events including press conferences, exhibitions, open days;
- maintaining and updating information on the organisation's website;
- managing and updating information and engaging with users on social media sites such as Twitter, LinkedIn, Youtube and Facebook;
- Assist and facilitate other activities of the KRCT in coordination with Senior Management and Secretariat.

### **Reporting and outputs**

The Public Relations Officer will deliver:

- Monthly technical report on the performed activities with detailed time sheet for worked hours.
- Mission reports after executed field missions.
- Reports on accomplishment of the communication strategy;
- Technical reports on the performed activities.

The Technical reports should be prepared in English language.

### ***Experience and Category of the Public Relations Officer***

The proposed Public Relations Officer shall have the professional qualifications and experience required to successfully cover all the tasks as indicated in this ToR.

### ***Qualifications and skills***

- University Degree or Diploma in media studies, marketing, or other relevant field. Master level is considered to be an advantage;
- Fluency in both written and spoken English;
- Good IT skills;
- Excellent verbal, written and presentation skills;
- Excellent organizational, scheduling and planning skills;
- Ability to juggle different priorities and meet deadlines;
- Awareness of current affairs;
- Initiative and creativity;
- Ability to network effectively;
- Ability to work in group.

### ***General professional experience***

- Minimum of 5 years' experience in PR, marketing, fundraising, events and promotion.
- General experience demonstrating solid knowledge of the situation in Kosovo, and Southeast Europe in general.

### ***Application process***

Applications have to be submitted via e-mail to: [info@krct.org](mailto:info@krct.org) no later than **10<sup>th</sup> of January 2023**, indicating in subject line: **Application for PR Officer and surname of the applicant.**

Application needs to include:

- CV;
- Cover letter, indicating relevant skills for this assignment, including recent experience;
- Two references/previous employers/supervisors who are able to comment on your ability to deliver on the assignment as described with ToRs.

Incomplete proposals shall not be considered for further process. Proposals received after the exact time specified for receipts of offer shall be considered late and shall not be evaluated.

Only shortlisted candidates will be contacted.