



SCHEME OF SERVICE

Post: Assistant Public Relations Officer

Salary: Rs 18650 x 275 - 18925 x 300 - 19525 x 325 - 21475 x 375 - 22225 x 400 - 23425 x 525 - 26050 x 675 - 27400 x 825 - 35650 x 900 – 37450 x 950 – 42200 QB 43500 x 1300 - 44800 (TA 13)

Qualifications:

A. A diploma in Communication Studies or Public Relations or Administration or Journalism or Management or Tourism or Tourism and Hospitality Management from a recognised institution or an equivalent qualification acceptable to the Board of the Tourism Authority.

B. Candidates should –

- (i) possess good interpersonal and communication skills;
- (ii) possess good organising skills;
- (iii) have the ability to meet tight deadlines; and
- (iv) be computer literate

Candidates should produce written evidence of knowledge claimed.

Duties :

1. To assist the Public Relations/Customer Care Officer in the management of all Customer Care and Public Relations activities of the Tourism Authority.
2. To receive members of the public and deal with their complaints and/or direct them to officers concerned.
3. To guide and advise members of the public/applicants on the appropriate procedures and formalities that need to be followed in relation to application for licences.
4. To use various public relations tools to inform the public about the Authority's activities and programmes.
5. To assist in –
 - (i) producing printed pamphlets and booklets including the Authority's magazine; and
 - (ii) liaising with the media in connection with the activities of the Authority.
6. To use ICT in the performance of his duties.
7. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Assistant Public Relations Officer in the roles ascribed to him.



Note

The Assistant Public Relations Officer may be required to work outside normal working hours including Saturdays and Sundays.

Approved by Board on 24 August 2023

