

## **Public Relations (PR) Coordinator**

**Employer:** CBS Creative Business Solutions

**Location:** Tirana

**Status:** Full Time

### **General Scope of the Position**

We are seeking a creative and detail-oriented Public Relations Coordinator to join our growing organization. In this position, he/she will manage and promote the public image of the organization. PR Coordinator/Specialist is responsible for organizing, overseeing PR activities and ensuring effective communication with stakeholders, media and the public. He/she is responsible for developing communication strategies for media relations as well as maintaining a strong network of industry connections to increase organizational awareness. The position reports to Executive Director/Executive Coordinator.

### **Duties & Responsibilities**

- Co-develops and manages a modern PR strategy to support CBS's mission and to grow its influence and visibility;
- Provides strategic advice to build public relations that influence public opinion and promote products, ideas, and services;
- Provides strategic insight to PR policies and helps maintaining governmental institutions in coordination with Executive Coordinator/Executive Director;
- Produce a wide range of high quality written outputs for various audiences including well-targeted public speeches, research reports, policy briefings, newsletters, tweets, blogs and other outputs;
- Establish, promote and maintain relationships with our key audiences as clients, community, government, employee and other interest groups;
- Monitors current affairs and media coverage of the organization;
- Develops and produces high-quality, informative press releases, press kits, and related materials;
- Develops articles, reports, and content for website and social media accounts;
- Liaise closely with other colleagues including the Marketing Departments to ensure that CBS's PR strategy contributes to the delivery of key strategic priorities;
- Develops brochures, leaflets and company annual publications as corporate reports in cooperation with Marketing Department;
- Analyzes coverage and tracking emerging issues using digital tracking on, for example, websites or blogs;
- Creates and manages PR budgets, deadlines, objectives, and schedules;

## **Qualifications**

- Advanced university degree in relevant discipline of Public Relations, Communications, Journalism and/or related field. Media & Communication Master Degree abroad is considered an advantage;
- Profound knowledge of economic journalism and actual economic issues of Albanian business environment;
- A demonstrative background of minimum 5 years of relevant experience, working with large organizations. Experience in projects environment, working with non-governmental organizations is considered an advantage;
- Proven experience with a successful track record of dealing with key influencers and policymakers;
- Proven track record of success in the communications sector or related fields;
- Expert level written and verbal communication skills. Strong copywriting and content creation skills;
- A self-motivated person, ability to work independently and reflect on other's work;
- Team-working ability and interpersonal skills; able to quickly adopt in new working environments;
- Attention to detail and a dedication to accuracy;
- Ability to manage multiple projects and follow through in a timely manner;

## **How to Apply:**

Interested applicants should submit a brief cover letter and a current resume **before July 17<sup>th</sup>, 2019** to **info@cbs.al** and include "PR Coordinator" in the subject line.

## **About CBS**

Creative Business Solutions (CBS) is an economic development organization with consulting and project implementation expertise in Finance, Agriculture, Tourism, Green Energy etc. CBS partners with international donors to implement development projects primarily relating to access to finance, tourism and agriculture. The organization works with highly qualified partners to develop technology-oriented products including IntoAlbania.com, IntoAlbania app, Agroweb.org, LORES, AGIS etc. Since it started in 2013, CBS has implemented 21 development projects with a combined \$7.8 million budget. It employs more than 39 professional through a head-office in Tirana and three local branches, Fier, Korce and Peshkopi.

[www.cbs.al](http://www.cbs.al)