



OVERVIEW & JOB OBJECTIVE					
Job Title	Brand and PR Analyst	Pay Range (Annual Gross)	N3.0M – N3.5M	Location	Lagos
Grade Level	Officer				
<b>The purpose of this job shall be to:</b> <ul style="list-style-type: none"><li>• The job is responsible for brand management &amp; marketing, and media relations for the Institute.</li><li>• Provide Branding and Public Relations support to the Institute to improve brand perception and increase brand awareness.</li><li>• Support the delivery of promotional communications to promote the Institute’s programmes and services to all stakeholders.</li><li>• Create content and implement publicity strategies/campaigns to promote the Institute’s offerings.</li><li>• Improve brand visibility and mileage of the CIPM brand through the creation of newsworthy media content in line with the Institute’s standards to attract attention and gain public notice.</li><li>• Ensure proper representation of the CIPM brand through the placement of fit-for-purpose corporate adverts/announcements and media coverage</li><li>• Draft speeches for Institute’s events, press releases, post-event reports and other content for print and electronic media.</li><li>• Evaluate advertising and promotional programs and offer recommendations in line with CIPM’s brand/public relations efforts.</li><li>• Interface with the press for broadcasts of the Institute’s high-profile events.</li></ul>					
EQUAL OPPORTUNITY STATEMENT					
We are an equal opportunity workplace and an affirmative action employer. We encourage applications from suitable candidates, irrespective of physical ability/disability, colour, tribe, race, religion, marital status, pregnancy or other status protected under the law.					
REPORTING RELATIONSHIPS					
Reports to	Team Lead, Corporate Communications	Supervises	Nil		
JOB DUTIES / RESPONSIBILITIES / ACCOUNTABILITIES					
Internally Relates with	<ul style="list-style-type: none"><li>• Internal Stakeholders</li></ul>	Externally Relates with	<ul style="list-style-type: none"><li>• Members/Stakeholders</li><li>• Media</li><li>• External Clients</li></ul>		
PRINCIPAL ACCOUNTABILITIES & RESPONSIBILITIES					
	<b>Brand Development &amp; Management</b> <ul style="list-style-type: none"><li>• Provide brand visibility support by ensuring all communication and corporate collateral from the Institute are in line with the Institute’s vision, mission, goals, objectives, and brand guidelines.</li><li>• Work actively with Branches and Chapters to ensure alignment of the brand’s message on all campaigns and communication.</li></ul>				

	<ul style="list-style-type: none"> <li>Identify strategic opportunities and execute promotion of the Institute's brand using the branded products and promotional items.</li> <li>Responsible for Corporate brand management and awareness.</li> </ul> <p><b>PR &amp; Advertising</b></p> <ul style="list-style-type: none"> <li>Interface with the press to provide robust publicity and mileage of the Institute's brand through placement of fit for purpose corporate adverts/announcements, media coverage and post-event reporting of the Institute's high-profile events</li> <li>Ensure the deployment of up-to-date news on current activities of the Institute in the public space (Electronic and print) to actively engage the membership and HR community.</li> </ul>
<b>PERSON SPECIFICATION</b>	
<b>Knowledge, Technical Skills and Attitudes</b>	
<p><b>1. Building Collaborative Relationships:</b> The ability to develop, maintain, and strengthen partnerships with internal and external stakeholders who can provide information, assistance, and support to the business.</p> <ul style="list-style-type: none"> <li>- Ability to develop and maintain a vibrant, long-term network of relationships with individuals from multiple constituencies.</li> <li>- Has a successful track record of developing, managing, growing, and institutionalizing complex relationships on behalf of the company.</li> </ul> <p><b>2. Communication:</b> The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.</p>	<p><b>3. Emotional intelligence</b> – being able to understand and manage your own and others' emotions, and their effect on behaviors and attitudes.</p> <p><b>4. Customer Orientation:</b> The ability to demonstrate concern for satisfying one's external and/or internal customers.</p> <p><b>5. Achieving results:</b> Sets realistic targets for himself/herself and the team; ensures availability of resources and supports staff members in achieving results. Monitors progress and performance; evaluates achievements and integrates lessons learned.</p>
<b>Experience</b>	
<ul style="list-style-type: none"> <li>Minimum of 5 years post-graduation experience in a similar role in a reputable organization</li> </ul>	
<b>Qualifications</b>	
<p>1. Bachelor's degree in Mass Communication, Journalism or related course.</p>	<p>2. Membership of the Nigerian Institute of Public Relations is an added advantage</p>
<b>Other Requirements</b>	
<p>Proficiency in the following:</p> <ul style="list-style-type: none"> <li>Excellent verbal and written communication skills</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate ability to take initiative, anticipate needs and exercise independent/sound judgment.</li> <li>Highly organized and self-motivated.</li> </ul>



- Must be proficient with Microsoft Office, Powerpoint, Word, and Excel.
- Detail-oriented and good time management skills and ability to prioritize work.

#### PHYSICAL REQUIREMENTS

Location	Office Based <input type="checkbox"/>	Both Office & Field Based		Field Based <input type="checkbox"/>
Travel	None <input type="checkbox"/>	0% - 30% ✓	31% - 60% <input type="checkbox"/>	61% - 100% <input type="checkbox"/>
Work Cycle/Days	Mondays – Fridays			

#### Application Process

- Method of Application: Send your CV quoting the appropriate Job Title to [recruitment@cipmnigeria.org](mailto:recruitment@cipmnigeria.org)
- Application Deadline: **Friday, 15<sup>th</sup> September 2023**