

JOB ANNOUNCEMENTS

Shift 360, a Swiss Foundation with representation in Cambodia, has received grants from the Swedish International Development Cooperation (SIDA) and the Enhanced Integrated Framework/WTO (EIF) to support the development of the Academy of Culinary Arts – Cambodia (ACAC). ACAC will train chefs and cooks for the Hospitality sector based on ASEAN and Swiss standard. ACAC has been established by the Royal Government of Cambodia as a Cambodian Public Private Partnership (PPP) to offer two-year diploma program and short-term training both campus and off-campus culinary training program.

ACAC is currently looking for a qualified candidate to fill in the position of **Public Relations (PR) Manager** to create and maintain a favorable public image for the ACAC through professional communication and manage internal and external communication on all media platforms with the main duties and requirements are as follows:

Main Duties and Responsibilities

- Reports to Dean
- Plan and implement publicity strategies, campaigns, and social media calendars
- Develop and produce high-quality, informative, and interesting press releases, press kits, and related materials
- Build strong relationships with industry leaders/partners
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities.
- Explore potential new Business opportunities
- Engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends and make appropriate recommendations regarding communication strategy
- Identify main client groups and audiences and determine the best way to reach them
- All other tasks expected directed by the Dean

Required Qualifications, Skills and Competencies

- Degree in Public Relations, Journalism, Communications Marketing or relevant fields
- Effective public relations managers rely on experience and judgment to plan and accomplish goals.
- Minimum 3 years proven experience in PR or related fields
- Have a full understanding of media needs and media relationships
- Tactical understanding of all primary social media platforms
- Manage the information between organizations (business-to-business or B2B), or individuals and the general public.
- Confident communicator and presenter,
- Possess excellent verbal and written communication skills
- Self-motivated with a positive and professional approach to management
- Familiar with all forms of Social media
- Highly responsible for work completion with accuracy and with deadline
- Excellent verbal skills in English
- Excellent writing and editing skills in English
- Khmer is an advantage

All positions are Phnom Penh based.

How to apply:

Interested individuals can apply by submitting an Expression of Interest and a detailed CV to:

Attn:	Mrs. Srun Chanlay
Email:	operations.manager@acac.edu.kh
CC:	acac@shift360.ch
Visit our website:	www.acac.edu.kh

The deadline for application is 5 pm, Friday 22nd June 2018