

Terms of Reference – PR/ Media/ Marketing/ Communications Officer

The main role of the PR/ Media/ Marketing/ Communications Officer is to develop an effective marketing strategy for RTC. This would include public relations, external relations, development of advertising and promotional materials, and assisting with student recruitment. The PR/ Media/ Marketing/ Communications Officer must also collect marketing research information and analyze the effectiveness of marketing strategies.

Advertising

- Developing appropriate print, television / video and radio ads. for different target markets (both internal and external).
- Developing materials that focus on the RTC brand as being the “college of choice” in Bhutan.
- Assessing the effectiveness of the media campaigns.
- Being the focal point for all media relations, advertisements, announcements, etc. for RTC.

Website / Social Media

- Updating website on a regular basis to ensure that information is current.
- Publicizing events on intranet and website.
- Ensuring that appropriate social media is being used and updated.

Public Relations

- Ensuring that photos (and filming, if appropriate) are taken of all events and posted on the RTC webpage and Facebook, along with a story.
- Organizing guests speakers (other than the Wednesday talks) and other college events.
- Writing press releases for important college events.
- Conducting of campus tours for outside visitors.
- Being the contact person for all college-related information (custodian of the pr@rtc.bt and info@rtc.bt emails).

Publications and Promotional Material

- Creating and distributing college publications, including brochures, calendar, posters, videos, etc.
- Sourcing of RTC gifts and novelties.

Marketing Research

- Collect admissions data, and provide annual comparative analysis.
- Survey target markets, including high school students, on a regular basis with respect to choice of higher education.
- Monitor website clicks during admissions period.

Other

- Develop and implement RTC's international student recruitment efforts.
- Handle full-degree studies international student admissions and enrollment to RTC.
- Assisting the Development and External Relations Department with any other tasks as required.

Reports to: Dean, Development and External Relations Department.