

**ROYAL UNIVERSITY OF BHUTAN**  
**POSITION PROFILE**

**1. JOB IDENTIFICATION**

- 1.1 **Position Title:** Liaison Officer
- 1.2 **Position Level:** 8
- 1.3 **Occupational Group:** Administrative and Technical
- 1.4 **College/OVC:** Samtse College of Education

**2. MAIN PURPOSE OF THE POSITION**

The main purpose of the position is to plan, develop, and manage effective communication strategies to enhance the visibility, branding, and reputation of the University. The officer will be responsible for media relations, publication management, content development, and digital platforms to ensure consistent and timely information dissemination to both internal and external stakeholders.

**3. GENERAL ROLES AND RESPONSIBILITIES**

- 3.1 Develop and implement institutional communication and media strategies.
- 3.2 Prepare press releases, public announcements, official statements, briefing notes, newsletters, reports, and other content as required.
- 3.3 Serve as the primary liaison with media organizations and coordinate media coverage for institutional events.
- 3.4 Develop and manage content for the College website, social media platforms, and internal communications.
- 3.5 Monitor online presence and provide periodic reports on institutional visibility.
- 3.6 Prepare media coverage and promotion of the College's events.
- 3.7 Organize and execute public relations campaigns and outreach programs.
- 3.8 Ensure consistency of institutional branding across all communication materials.
- 3.9 Advise management on communication issues, emerging trends, and media risks.
- 3.10 Actively engage alumni and external partners to promote the College's initiatives.
- 3.11 Provide guidance on messaging, branding, and public relations initiatives.
- 3.12 Perform other tasks assigned by the supervisor relevant to communications and public relations.

#### **4. SPECIFIC ROLES AND RESPONSIBILITIES**

In addition to the general roles, the officer shall specifically:

- Develop media kits, institutional brochures, and promotional publications.
- Maintain and update an institutional media database and mailing list.
- Provide technical support in organizing conferences, seminars, and workshops for maximum media exposure.
- Document and archive institutional events for reference and reporting purposes.
- Support senior management in preparing key messages and presentation materials.
- Perform any task that may be assigned from time to time.

#### **5. KNOWLEDGE, SKILLS & ABILITIES (KSA) REQUIREMENTS**

**5.1 Education:** Bachelor's degree in English/Media

**5.2 Experience:** Relevant experience shall be considered plus point for shortlisting.

**5.3 Knowledge, Skills, and Abilities:**

The applicant should possess:

- Knowledge of public relations and media management principles.
- Strong writing, editing, command of language, and content development skills.
- Ability to prepare high-quality speeches, articles, and communication materials (English and Dzongkha).
- Proficiency in desktop publishing tools (MS Office, PowerPoint, In-Design, Adobe Photoshop, and other content creation tools) and multimedia editing.
- Ability to manage digital platforms, including websites and social media.
- Excellent interpersonal, communication, and networking skills.
- Ability to work under pressure and meet tight deadlines.
- Analytical ability to monitor media trends and advise on communication strategies.
- Ability to think critically, resolve problems, and work independently or in teams.