

## Public Relations Executive

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Company: Saphunt

Location: Nigeria

Category: arts-design-entertainment-sports-and-media

### The Offer

Strong opportunities to progress your career

Fantastic work culture

Flexible working options

### The Job

#### You will be responsible for :

Enhancing the company's brand awareness and corporate image.

Developing and executing effective PR plans through translating brand and key messages into media concepts and compelling stories.

Leveraging a variety of media channels to maximise the company's brand exposure through interviews, editorials etc.

Building strong and positive relationships with media, influencers and other related parties.

Developing and editing news releases, speeches, articles and other editorial collateral.

Managing an external PR agency.

Analysing and reporting results of PR campaigns & initiatives.

Managing corporate communications across internal channels/platforms.

Developing messaging and content for corporate communications.

Keeping staff updated and engaged on corporate developments and strategies through various internal communication channels/platforms.

Planning and executing viral marketing campaigns across a range of social media platforms.

Working on app store optimisation.

Regularly monitoring user analytics and using these insights to drive strategies to secure downloads and improve customer engagement.

Leading digital strategy and innovation through the development and implementation of comprehensive digital marketing and ecommerce programs in line with business priorities.

Developing and managing the editorial calendar.

## **The Profile**

You have at least 3 years experience ideally in Public Relations / PR or Social Media within Media & Entertainment and Internet industry.

You have strong media relationships across this space and a proven track record of executing successful public relations campaigns.

You have working knowledge of tiktok

Experience within would be a strong advantage.

You possess strong analytical skills and are comfortable dealing with numerical data

You are a self-starter and demonstrate a high level of resilience

You enjoy finding creative solutions to problems

## **The Employer**

Our client is a groundbreaking online platform poised to revolutionize the African creative

landscape. Their mission is to bridge the gap between African creatives and the global stage by providing a dynamic space for artists, designers, writers, musicians, filmmakers, and other creative talents to showcase their work, collaborate, and access international markets. As they embark on this transformative journey, they envision to accelerate the development and launch of Creatlie, propelling African creativity onto the world stage.

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