

JOB TITLE: Public Relations & Membership Officer

REPORTS TO: Chief Executive Officer

PURPOSE OF THE JOB

The Public Relations & Membership officer at the Uganda Insurers Association (UIA) will be responsible for managing the association's image and communication with various stakeholders and managing membership-related activities while fostering a strong community among members

In this role, you will be responsible for the specific duties and responsibilities as provided here below: -

- **Stakeholder communications:** Writing and editing communication material including press releases, leaflets, brochures, speeches, newsletters, website and social media content and ensure positive coverage and media inquiries effectively
- **Brand management:** Develop and execute branding strategies to ensure a positive brand image across various channels and platforms
- **Budget Management:** Manage the PR budget efficiently, allocating resources appropriately for various activities and campaigns.
- **Crisis communication:** Develop and implement strategies to manage and mitigate potential crises that may impact the reputation of the Association
- **Media Relations:** Liaise with the media, and creative agencies to ensure an integrated approach to marketing campaigns and execution in line with the UIA communication strategy through building lasting relationships with media houses
- **Monitoring and Evaluation:** Measure the effectiveness of PR efforts through various metrics, such as media coverage, sentiment analysis, and audience engagement
- Stay abreast of industry and corporate developments, events and issues in support of the UIA's corporate image and responsibilities.
- To supervise the Public Relations Agency and ensure timely dissemination of the PR related activities, reports and campaigns.
- Collaborate with other departments to ensure consistency in messaging and branding efforts
- To develop a member value proposition and implement it in accordance with the UIA mandate

- To manage our relationship with the member companies and manage any member related events
- To support the coordination, planning, organizing, and execution of UIA corporate and social events.
- To coordinate the quarterly publications to the member companies
- Any other duties as may be assigned from time to time.

EXPERIENCE

- 3-5 years of experience in a similar role.
- Prior roles in public relations, corporate communications, or media relations.
- Experience writing press releases, articles, and other communication materials.
- Experience organizing and managing corporate events
- Experience working with diverse stakeholders.
- Experience in brand positioning and reputation management.

QUALIFICATIONS:

- Bachelors in communications, public relations, journalism, marketing, or a related field is often preferred.
- Professional certification in CIM, CIPR or any other relevant certification are an added advantage.

SKILLS AND COMPETENCIES

- Knowledge of social media trends and analytics to measure engagement.
- Ability to work in a team environment and support organizational goals.
- High level of creativity
- Expertise in media relations and negotiations
- Strong writing and editing skills to ensure clear and impactful communication.
- Skills in relationship-building and networking.

HOW TO APPLY

Interested candidates who meet the minimum requirements for the above position should submit soft copies of the following;

- Application letter.
- A detailed and an up-to-date Curriculum Vitae.
- Certified copies of academic transcripts, certificates, and professional qualifications.
- Names and addresses of three referees.

Submissions should be sent in soft copies to; marion.kusoniwa@uia.co.ug

The deadline for submission is **Thursday 31st October 2024**