

Job Description

Position: Public Relations Officer

Department: School of Architecture and Design

Report to Dean, School of Architecture and Design

Public Relations Officer Job Responsibilities/Duties:

As English Editor and Consultant

1. Act as an English language consultant: Review, edit, and proofread documents, reports, and presentations to ensure clarity, accuracy, and consistency in English.
2. Accomplish work requirements by orienting, training, scheduling, and coaching support staff in terms of effective communication (using English)
3. Plan, organize and implement activities to enhance the communication skills of the staff
4. Monitor the improvement of every staff in terms of their English communication skills

Public Relations for International Students Recruitment

1. Plan, propose and organize the school's participation in roadshows, education fairs, and recruitment events, both locally and internationally.
2. Collaborate closely with the admissions team (SoA+D and KMUTT) to align PR efforts with the overall recruitment strategy.
3. Coordinate logistics, including travel, booth setup, and promotional materials, to ensure a seamless and professional presence at each PR engagement at secondary schools overseas.
4. Take up an active role in PR by managing school visits and university fairs and roadshows, monitoring participation to fairs, and reporting recruitment results to PR team
5. Utilize social media, and emails to promote workshops and events and encourage attendance from prospective students
6. Act as the main point of contact for prospective students, parents, and guidance counselors (international schools)
7. Collect contact information from interested students for follow ups
8. Provide information to students, parents, faculty, and other relevant stakeholders.
9. Summarize the roadshows in Thailand and overseas annually.
10. Perform other tasks delegated by the supervisor such as welcoming guests, students and parents
11. Other assigned tasks

Qualifications (Personal)

1. Male or Female
2. Aged between 22 and 35 years
3. Demonstrates good moral character, adaptability to diverse cultures, and understanding of both Thai and international work environments
4. Preference for non-Thai candidates
5. Proficient in English (both written and spoken)
6. Proficient in Microsoft Word, Excel, and other related software

Qualifications (Work Ethics)

1. Demonstrates integrity, accountability, and professionalism in all tasks and interactions.
2. Exhibits a strong commitment to quality, punctuality, and reliability.
3. Maintains a positive attitude and handles feedback constructively.
4. Shows dedication to continuous improvement and takes initiative in problem-solving.
5. Adheres to organizational policies and respects confidentiality and privacy.
6. Demonstrates resourcefulness on the job and a strong willingness to learn new tasks and responsibilities.

Qualifications (Education)

Bachelor of Arts in English for Communication or a related field