

Public Relation Officer
Myanmar Garment Manufacturers Association

Job Description

The Myanmar Garment Manufacturers Association (MGMA) is currently seeking a professional public relations officer to handle all of our official communications and supporting sub-committees. You will be responsible for coordinating communications activities in support of the association's policy and engagement strategies. The Public Relation Officer will be responsible for the day to day work on media, press release, editing of newsletter and employment PR-related issues.

The Public Relation Officer position is a 3 month contract based and possible extension upon funding available. This is professional position and reporting to the Managing Director of MGMA.

Responsibilities

The Public Relation Officer will primarily be responsible for all PR-related communications, press release, writing position paper, newsletter and strongly support to overall technical support to MGMA's EC Sub-Committee's works. Specifically, s/he will:

- Oversee the overall public relation work of the MGMA.
- Help and support MGMA Executive Sub-Committee for preparation of technical support to member affairs, increased productivity, industrial relation, International relation and mainly support to information hub in timely manner.
- Design, develop and deliver positive and effective communication and public relations activities, including media releases, newsletters and advertisements
- Coordinate staff in the arranging and running of a number of high profile community events, and represent the association at such events
- Engage in PR-related activities, which includes:
 - Regular meetings with MGMA's each sub-committees.
 - Support the development and use of social media platforms to further engagement and community-building
 - Participating to interview, mission, and press conference holding by Executives and respond to media inquiries when necessary.
 - Engaging in PR activities with government and executive's delegation.
- Oversee PR-related communications, including:
 - Informing MGMA members about service of membership, in coordination with labour officer for updating of rules, and regulations.
 - Communications covering recent activities MGMA in coordination of information hub committee in timely manner.

- Communications with other business organizations, including UMFCCI in several activities.

Qualifications

- A bachelor's degree or qualifications in journalism, PR, marketing or a related
- At least 3 years of experience in business management, closely work with website developing, or a related field.
- Experience in a similar role producing media releases and developing relationships with media organisations
- The ability to communicate fluently in both Myanmar and English, including in Chinese preferred.
- Ability to write short documents about newsletter, factsheet and some brief editing.
- Ability to deal with public, government, business members, and other business organizations.
- Strong organizational and communication skills. Experience using social media as a strategic brand positioning and messaging channel
- A strong understanding of the Myanmar business community and the challenges faced by employers.

Salary

MGMA offers competitive salaries based on education background and experience of the applicant.

Qualified applicants should submit their applications electronically to MGMA at: managingdirector@myanmargarments.org; labourofficer.myanmargarments@gmail.com in person at MGMA office, Floor 9, UMFCCI Tower, 29 Min Ye Kyaw Swar Street, Yangon, Myanmar.