

## *Job Title*

### **Media Relations Coordinator**

## *Main Functions*

In charge of an excellent communication with our partners and alumni including spreading the media plan, Global Branding Strategy and external newsletter, preparation of press releases throwing light upon AIESEC activities, as well as running monitoring.

## *Subordinated to*

MCVP Comm  
LCVP Comm  
LCP

## *Intercommunication with*

LCVP Comms  
Members

## *Ideal Profile*

- Good knowledge of the global branding principles
- Clear and detailed writing skills
- Presentation and communication skills
- Social Skills
- Good Organizational Understanding
- Time Management
- Stress Management
- Listening Skills

## *Responsibilities*

- Learn the branding principles
- Creation of the media plans and media partnership proposals
- Learn how to use templates and other materials
- Help in Keeping the AIESEC Qatar webpage refreshed and updated
- Run monitoring through all media channels
- Create a press kit
- Incorporate with Brand manager in creation of the Brand book
- Public event representation
- Media relations

### *Process of Selection/Election*

#### **Work Experience:**

- Experience in media and content management
- Time management experience

### *Skills gained in the Position*

- Website editorship experience
- HTML editor programs using skills
- Advertisement / Public Relations
- Image Creating / Editing / Processing Skills

### *Measures of Success*

#### **Key performance indicators (Measures of success):**

% of plan realization

% of the websites', newsletters, media coverage and partnerships are received