

EPPC Albania, on behalf of its client, is currently recruiting a **Communications and PR Manager**.

## Essential Responsibilities:

- Develop and execute a strategic communication plan to enhance the company's brand image and reputation;
- Create engaging content for various channels, including press releases, articles, blog posts, social media posts, and website content;
- Develop and manage internal communication strategies to ensure consistent messaging and alignment across all departments;
- Plan and coordinate media events, press conferences, and product launches to generate media interest and coverage;
- Monitor media coverage and social media conversations to identify trends, opportunities, and potential risks, and develop appropriate responses;
- Manage the company's social media presence, including content creation, community management, and monitoring of social media channels;
- Measure and analyze the effectiveness of communication campaigns and initiatives using various analytics tools and provide actionable insights and recommendations for improvement;
- Manage PR budgets and develop new PR channels;
- Stay updated on industry trends, best practices, and emerging communication technologies to ensure the company remains competitive in the market.

## Requirements for this position are:

- Bachelor's degree in Marketing, Communications, Public Relations or a related field;
- Minimum 5 years of work experience in marketing, publications, or a related field required;
- Proficiency in using communication and collaboration tools, such as Microsoft Office Suite, project management software, and social media management tools;
- Proven experience in developing and executing integrated communication strategies across multiple channels;
- Strong storytelling and content creation abilities, with a keen eye for detail and creativity;
- Very good English knowledge.

## How to apply:

To apply for this opportunity, please fill your application at: <https://aplikim.eppc.al>

You will be contacted by EPPC, only if your CV will be qualified by our recruitment team.