

KAPITA

Public Relations Officer

KAPITA is a private sector development company that aims to empower small and medium-sized enterprises (SMEs) through investment, research, incubation/acceleration, and market development programs.

In order to upgrade the Iraqi ecosystem, KAPITA is working on new startups development, helping established Iraqi startups small businesses to scale their (market, production, and evaluation), as well as personal development for entrepreneurs. KAPITA is taking the next logical step, by starting the first incubator and accelerator in Baghdad that hosts the most promising startups, providing them with seed funds, infrastructure and business services, financing and public relations. We will support the community by enhancing the entrepreneurial movement, building youth capacity, and feeding the private sector with human resources and knowledge-based, well-planned successful businesses.

We aim to be the institute that forms the core engine in developing the private sector in Iraq, we believe that to accelerate the growth of ecosystems and Entrepreneurs, there must be a core engine that grows fast in order to cause an overall growth and development to take Iraqi startups and small businesses to the next level.

Duration

The contract duration is **8 months with 60% of FTE** “Full - time employment”. The duration of the contract is *extendable*.

Role and Responsibilities :

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
- Develop and conduct strategies to collect data from governmental and international agencies, local organizations, international and local companies.
- Edit and update promotional material and publications (brochures, videos, social media posts, etc.)
- Prepare and distribute press releases
- Organize PR events (e.g. open days, press conferences) and serve as the company’s spokesperson
- Seek opportunities for partnerships, sponsorships, and advertising
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports

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- Manage PR issues

Professional competencies :

- Minimum of 2 years working experience in fields relating directly to this position
- Proven experience as a Public Relations Officer or similar PR role
- Background in researching, writing and editing publications
- Proficient in MS Office and social media
- Strong communication ability (oral and written)
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude
- BSc/BA in Public Relations, Journalism, Communications or a related field
- business awareness and a good knowledge of current affairs.

Submission

Please send your CV and any other supporting documents to applications@kapita.iq with the subject line "Public Relations Officer Application"

Submission Deadline: 26th September, 2021 6:00 pm Baghdad time

Please Note that we can only respond to successful applicants that pass into the second stage of evaluation.

NOTICE: Due to the urgency of the position, Kapita reserves the right of starting the interviews with selected candidates and fill the vacancy before the closing date.

Only shortlisted candidates will be contacted.

Female Candidates are encouraged to apply for this position. Kapita is an equal opportunity employer and we actively seek out diverse backgrounds, perspectives, and skills.