



PATENTS AND COMPANIES REGISTRATION AGENCY

EMPLOYMENT OPPORTUNITY

The Patents and Companies Registration Agency (PACRA) is a statutory body under the Ministry of Commerce, Trade and Industry (MCTI), established under the Patents and Companies Registration Agency Act No. 4 of 2020. The principal mandate of the Agency is to provide business and intellectual property registration services. Additionally, the Agency is responsible for the management of the collateral registry for movable property as well as accreditation of insolvency practitioners.

The Agency is inviting applications from suitably qualified, dynamic, self-motivated, pro-active and experienced person to fill the position of:

MANAGER – PUBLIC RELATIONS (1)

1.0 JOB PURPOSE:

To manage, plan, organise, direct and control the communication and public relations function of the Agency in order to enhance the corporate image and brand visibility.

2.0 GRADE AND REPORTING LINE

Salary Grade P3 and reporting to the Registrar and Chief Executive Officer.

3.0 KEY RESPONSIBILITIES

- 3.1 Proactively promote understanding of the Agency's services to stakeholders using the best communication channel to disseminate the information.
- 3.2 Maintain a strategic relationships with key stakeholders and spearhead corporate social responsibility activities.
- 3.3 Attend to press queries, organise media briefings and workshops.
- 3.4 Coordinate radio and television production of programmes, contributing to development of scripts, ideas and presentations aimed at increasing awareness and knowledge of the Agency.
- 3.5 Conduct surveys to assess the effectiveness of the Agency's communication strategies.
- 3.6 Draft speeches and presentations.

- 3.7 Develop social media strategies and procedures including the creation and curation of content such as blog articles, infographics, visuals etc
- 3.8 Maintain and update the Agency's website in collaboration with the Information and Communications Technology Unit, ensuring that stakeholders access updated information.
- 3.9 Develop standards for customer service delivery for both the Customer Service Centres and Call Centre
- 3.10 Management of the Call Centre Staff and systems

4.0 QUALIFICATIONS & EXPERIENCE

- Full Grade 12 Certificate or equivalent with at least 5 credits including English and Mathematics.
- Bachelor's degree in mass communication or public Relations.
- Minimum of three (3) years relevant work experience at middle management
- Membership of a relevant professional body.

How to Apply

Applicants who meet the respective stated qualifications and experience should submit in **One PDF Document** their applications with detailed curriculum vitae and certified copies of their academic and professional qualifications including details of three (3) traceable referees and their contact numbers not later than 17:00hrs on **26th January 2024** to the email address jobs@pacra.org.zm clearly stating in the subject line **"Manager – Public Relations"** to:

**The Director Human Resource & Administration
Patents and Companies Registration Agency
8471 PACRA House, Haile Selassie, Longacres
P.O. Box 32020
LUSAKA**

PLEASE NOTE THAT ONLY SHORTLISTED APPLICANTS WILL BE CONTACTED