



Republic Of Liberia
Liberia Electricity Corporation
P.O. Box 10-165 Waterside
1000 Monrovia, 10 Liberia

REQUEST FOR EXPRESSIONS OF INTEREST (INTERNAL/EXTERNAL)

BACKGROUND

The Liberia Electricity Corporation (LEC), which was established by an act of National Legislature on July 12, 1973, is a Public Corporation solely owned by the Government of Liberia (GOL) with a mandate to produce and supply economic and reliable electric power to the entire nation.

The LEC is now under a Management Contract consummated through collaborative efforts between the GOL and International Partners, which took effect July 1, 2010 for an initial period of five (5) years and has been extended through December 31, 2016. The primary deliverables required under the Management Contract are to reduce losses, improve collection efficiency, reduce costs, and increase customer connections. Also as a part of its deliverables, the Management is to build the human resource capacity of the Corporation so that local staffs are prepared to take over and effectively manage the LEC when the MC ends.

The Liberia Electricity Corporation (LEC) is therefore in search of a qualified and experienced professional, either male or female, Public Relations Specialist to direct publicity programs and campaigns, improve public image of LEC, clarifies LEC's point of view on important issues and manage LEC's public relations department along with its staff.

PUBLIC RELATIONS SPECIALIST (1 POSITION)

Summary/Objective

Responsible for establishing and maintaining positive public image for the Liberia Electricity Corporation, as well as providing information on LEC's services and achievements.

Duties and Responsibilities

Reporting to the Deputy Management Director for Administration, The Public Relation Specialist will be responsible to:

- Develop and implement public relations strategies and communication programs designed to create and maintain a favorable public image of the Corporation's accomplishments and services.
- Respond to requests for information from the media or designate an appropriate spokesperson or information source, based on the CEO's approval.
- Prepare or edit organizational publications, such as employee newsletters, announcements and other communications for both internal and external audiences.
- Update and maintain the Corporation's Website.
- Develop communications campaigns.
- Create and deliver press releases, media relations content, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Create promotional materials, both print and electronic.
- Work with advertisers for timely and useable ad submissions.
- Copy edit, proof read, and revise communications.
- Promote LEC's products and services through public relations initiatives.
- Research media coverage and industry trends.
- Conduct extensive media outreach.
- Prepare briefing materials.

- Coordinate conference and press interviews.
- Perform other duties as assigned.

Required Skills/Competencies

- The successful candidate must be self-motivated and able to work on his/her own initiative.
- Candidate must be able to demonstrate that he/she has successfully developed, and implemented, successful public relations campaigns.
- Candidate must possess very good knowledge of media production, communication, and dissemination techniques and methods; including alternative ways to provide information via written, oral, and visual media.
- Candidate must possess customer service and marketing knowledge, administration and management skills, time management and critical thinking and creative writing skills.
- Candidate must be able to show a good understanding of the suitability of different media to convey the Corporation's various messages.

Education and Experience:

- Bachelor's degree in Mass Communication, Marketing or similar public relations related field
- A post graduate degree is an asset
- A minimum of 5 years' experience managing Public Relations activities and programs.

Submission and deadline for all applications

Interested individuals are encouraged to submit resumes with cover letters along with all supporting Documents/credentials to the following address not later than **Friday, March 18, 2016 at 4:00 P.M.**

**The Acting Human Resources Manager
Liberia Electricity Corporation
Monrovia, Liberia**

Email: hcarter@lecliberia.com