



**Zambia Institute of
Human Resource Management**

JOB ADVERTISEMENT

The Zambia Institute of Human Resource Management (ZIHRM) is a professional organization established by ZIHRM Act No. 3 of 2022. Its mandate is to regulate and promote the practice of Human Resource Management in Zambia. The mission of the institute is to enhance the regulation and standardization of the human resource management practice in order to maximize productivity and contribute to national development. The Institute is looking for competent and qualified staff to fill the following vacancy:

JOB TITLE: CORPORATE AFFAIRS OFFICER

1.0 PURPOSE

To plan, develop and coordinate business development, marketing activities and public relations activities. The job holder will be required to promote and implement all Institute Calendar events and attend to member queries on all platforms. Under the Supervision of the Registrar, the job holder will be expected to among others perform the following tasks:

Business Development

- (i) Creating development plans and forecasting sales targets and growth projections
- (ii) Identifying market opportunities through meetings, networking and other channels
- (iii) Meeting existing and potential clients and building positive relationships
- (iv) Liaising with colleagues to develop sales and marketing strategies
- (v) Preparing financial projections and sales targets
- (vi) Attending events such as exhibitions and conferences
- (vii) Preparing sales presentations and participating in sales meetings
- (viii) Producing reports for management
- (ix) Training business developers and sales colleagues
- (x) Working in a client's business or in an office.

Public Relations

- (xi) Planning and carrying out PR campaigns and strategies
- (xii) Monitoring the public and media's opinion of your client or employer
- (xiii) Writing and editing press releases, leaflets, brochures, speeches, newsletters, websites and social media content
- (xiv) Utilising all forms of media, including national, regional and trade press, to build, maintain and manage the portrayal of a business
- (xv) Representing your company at events
- (xvi) Acting as a spokesperson for the company's brand
- (xvii) Training employees on how to handle media enquiries and press interviews
- (xviii) Developing good working relationships with the media and liaising with the press on potential news stories
- (xix) Writing and editing in-house magazines, case studies and annual reports
- (xx) Managing and updating a client's social media posts
- (xxi) Devising and coordinating photo opportunities
- (xxii) Managing, arranging and overseeing events
- (xxiii) Monitoring publicity and press coverage
- (xxiv) Commissioning market research
- (xxv) Coordinating paid and unpaid advertising.

2.0 MINIMUM REQUIREMENTS

- (i) Full grade twelve (12) / Form V certificate with five (5) Credits or better
- (ii) A Bachelor's degree in mass communication, marketing or public relations
- (iii) Either Member of Zambia Institute of Marketing or Zambia Institute of Public Relations Communications (ZIPRC)
- (iv) Valid Driving license for both Manual & Automatic Transmission
- (v) Valid practicing license
- (vi) Minimum five (5) years post-qualifying experience with .

3.0 OTHER SKILLS AND ATTRIBUTES

- (i) High levels of integrity
- (ii) Demonstrated interpersonal skills
- (iii) Planning and organization
- (iv) Communication skills
- (v) Computer Literate
- (vi) Knowledge of media production and communication
- (vii) Excellent grasp of the English language
- (viii) To be thorough and pay attention to detail
- (ix) Persistence and determination
- (x) Ability to work well with others

- (xi) Ability to accept criticism and work well under pressure
- (xii) Ability to use your initiative
- (xiii) Ability to sell products and services
- (xiv) Good computer skills.
- (xv) Report writing skills.

INSTRUCTIONS:

All candidates meeting the above requirements are encouraged to apply and should enclose their detailed Curriculum Vitae showing details of their qualifications, work experience, bio-data, contact phone numbers/email addresses and three (3) referees traceable. Kindly ensure that you attach only relevant photocopies of **ALL** the required academic/professional qualifications which shall be subject to verification.

The Institute is an equal employer and candidates are expected to demonstrated Integrity in this recruitment process. Applications should be addressed to the undersigned and emailed to jobs@zihrm.org.zm not later than Monday, 10th June, 2024.

**The Registrar/Chief Executive Officer
Zambia Institute of Human Resource Management
P. O. Box 51038
Buchi Road
LUSAKA**