



*Accelerating Malawi's Economic Growth*

## **VACANCY FOR THE POST OF SENIOR PUBLIC RELATIONS OFFICER (GRADE RA5)**

The Roads Authority (RA) is a Statutory Corporation created by Act No. 3 of 2006 to ensure that public roads are constructed, maintained or rehabilitated at all times; and to advise the Minister, and where appropriate, the Minister responsible for Local Government on the preparation and efficient and effective implementation of the Annual National Roads Programme.

**The Roads Authority (RA) is inviting applications from suitably qualified Malawians to fill the vacant post of Senior Public Relations Officer (Grade RA5).** The Senior Public Relations Officer will be responsible for implementation of public relations activities, policies, programs and plans to ensure the visibility and good reputation of the Authority.

***The Senior Public Relations Officer reports to the Chief Executive Officer and will specifically be responsible for:***

- i) creating and maintaining a positive corporate image of the Authority and promoting the interests of stakeholders;
- ii) organising and coordinating corporate events such as road shows, civic education campaigns and corporate social responsibility programmes;
- iii) developing and maintaining good rapport with the media by responding to their queries, giving media updates and press releases;
- iv) participating in the development and production of corporate publications including Annual Reports;
- v) analysing media issues and advising management accordingly;
- vi) creating, posting and managing content on the Roads Authority website in collaboration with Information Communication Technology Division;
- vii) creating Articles for the media, general public and other stakeholders for awareness purposes;
- viii) serve as a mouthpiece of the Authority;
- ix) carrying out staff sensitization on various matters using internal communication channels such as newsletters;
- x) providing accurate and up to date information to stakeholders and members of the public and
- xi) conducting corporate image audits and customer surveys.

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***The desired candidate must have the following qualifications, experience, knowledge, skills and abilities: -***

- i) Bachelor's Degree in Journalism, Business Administration, Public Relations, Mass Communication, Media Studies or Marketing. Candidates with a Master's Degree in Journalism, Media Studies, Public Relations, Mass Communication or Marketing will have added advantage;
- ii) A minimum of four (4) years practical experience in a busy environment;
- iii) Good writing skills;
- iv) Good Analytical skills;
- v) Multi-tasking skills;
- vi) Strong communication and interpersonal skills;
- vii) A quick learner, self-starter and proactive and
- viii) Willingness to stretch and work under pressure, as and when required to do so.

Qualified and interested individuals should submit their applications under a confidential cover together with detailed and updated Curriculum Vita that clearly stipulate the date of birth of the applicant, names of three traceable referees and copies of certificates to:-

**The Chief Executive Officer  
Roads Authority  
Private Bag B346  
LILONGWE 3**

Closing date for the receiving of applications is **Friday, 7th March 2025**.

*Only shortlisted candidates will be acknowledged.*

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