



JOB DESCRIPTION

POSITION: Public Relations and Communications Officer/Mid-level

ORGANIZATION: The American Chamber of Commerce in Jordan (AmCham-Jordan)

LOCATION: Amman

DESCRIPTION:

A leading Jordanian Association, the American Chamber of Commerce in Jordan (AmCham-Jordan) is a voluntary not-for-profit member-based organization established in 1999.

With over 250 members from top Jordanian companies and U.S. companies operating in Jordan, AmCham-Jordan has been working for more than 22 years to contribute to Jordan's sustainable economic development through the promotion of Jordan-U.S. trade and investment relations, policy, advocacy, human resources development, and business community outreach.

AmCham-Jordan is affiliated with the United States Chamber of Commerce in Washington, D.C., and is a member of the AmCham MENA Regional Council.

AmCham-Jordan is seeking to hire a PR and Communications Officer position to fulfill the below duties and responsibilities.

JOB DESCRIPTION:

The Public Relations and Communications Officer is responsible for enhancing AmCham-Jordan's brand image and maintaining a positive reputation in the eyes of its members, stakeholders, investors, and all others who are associated with it, through designing and translating its programs and activities into clear messages to the right targeted audience of Jordanian and U.S. business communities, using effective communication channels, aiming at constantly improving its visibility and exposure to increase the awareness of the Jordan-U.S. economic relations and benefits of the Jordan-U.S. Free Trade Agreement.



DUTIES AND RESPONSIBILITIES INCLUDE:

- Develop and implement the PR and Communications strategy of AmCham-Jordan.
- Manage all social media platforms: This includes overseeing **content development**, executing social media campaigns, growing the audience base, and enhancing engagement.
- Manage all event communications and logistical aspects including content creation, invitations, media relations, press releases, talking points, and vendor coordination.
- Manage AmCham-Jordan's website in terms of content and design to ensure it accurately reflects the organization's activities.
- Manage media relationships and establish strong working relationships with key media houses to promote AmCham's profile and visibility.
- Monitor local, regional, and economic media, including newspapers, magazines, journals, and social media.
- Coordinate publication production, printing, and dissemination of various publications such as newsletters, magazines, guides, brochures, and reports. Ensure content is reviewed, edited, and branded appropriately.
- Draft communications materials, including articles, letters, press releases, and fact sheets.
- Ensure interactive social media responses, and engage with partners and the public on social media platforms by responding to comments, messages, and inquiries in a timely and professional manner.
- Provide support to staff in the design and production of all communication materials related to all programs and activities.
- Develop social media and communications reports periodically.
- Undertake tasks as required by management.

QUALIFICATIONS:

- Bachelor in Business Administration, Marketing/ Digital Marketing, Public Relations.
- Any certification related to Digital marketing/Public Relations is a plus.
- 3-4 years of experience in public relations/Digital marketing.
- Able to develop organization PR and Social Media strategies and plans.
- Strong knowledge of new and traditional marketing channels.
- Analytical skills to read and analyze social media insights and metrics.
- Understand public relations and social media tools and how to use them effectively.
- Experience in online media, social media marketing, and developing user-friendly digital platforms.
- Excellent communication (verbal and written) skills (English & Arabic), including public speaking and interviewing skills, and ability to represent the organization in diverse forums.
- Knowledge of website management and graphic design



**The American Chamber
of Commerce in Jordan**



APPLICATION PROCESS:

Email your CV, cover letter, and professional references to amcham@amcham.jo

The deadline for submitting your CV is March 18th, 2024.