

opens

# PUBLIC CALL

## FOR PR MANAGER

PR Manager of the 'Novi Sad 2021 - European Capital of Culture' project, 1 position, part time (6 months with the possibility of extension), Novi Sad.

### Workplace description:

PR Manager will have a task to design and implement the strategy of external communication at local, national, regional and international levels.

### Necessary documentation:

- Verified copy of all the relevant degrees (university and other);
- CV listing all relevant work experience;
- Motivational letter (up to 6000 characters);
- Relevant proof on acquired experience through list of companies and other relevant experience in the field of PR.

Interview with the candidates will be done both in Serbian and English.

### The tasks he/she will perform:

- Designs and implements public relations strategy at local, national, regional and international levels;
- Establishes cooperation with media outlets at local, national, regional and international level;
- Implements media and other research, and analyses of opinions and needs of target groups;
- Writes news and communications relating to the project;
- Organises public appearances of the employees of the 'Novi Sad 2021' Foundation;
- Communicates with external associates (designers, programmers, photo and video production, etc.);
- Communicates with the internal teams of the Foundation;
- Plans, manages, and coordinates PR work;
- Manages social networks of the Foundation;
- Manages website of the Foundation, i.e. the 'Novi Sad 2021' project;
- Prepares, designs and implements crisis communication;
- Analyses press-clipping;
- Delivers work and statistical reports (Google Analytics, Facebook Analytics, Facebook Insights, Twitter Analytics).

### Conditions for the call:

- Understanding of the European Capital of Culture project;
- Understanding of the 'For New Bridges' concept and 'Novi Sad 2021' project, including its main projects and goals;
- University degree in humanities, journalism, marketing, communication or other similar disciplines;
- Minimum of 5 years of experience in working within PR sector;
- Experience in projecting and implementation of successful PR campaigns at local, national and/or European levels;
- Experience in working with products, services or brands that have been promoted at local, national and/or European levels;

## How to apply to the call:

The application with the accompanying documentations is submitted electronically via the e-mail: [konkurs@ns2021.rs](mailto:konkurs@ns2021.rs), and in paper form by registered mail to the address of the 'Novi Sad 2021 - European Capital of Culture' Foundation, Katolička porta 5, 21000 Novi Sad, Serbia, with reference 'Application for the Open Call for PR Manager' and with reference 'Do not open until the date indicated', no later than 20 days upon publication of the open call.

- Knowledge of current global trends in PR;
- Exceptionally developed skills in spoken and written communication;
- Pronounced analysing and reporting skills;
- Excellent knowledge of Serbian and English languages, both spoken and written (B2-C1 level);
- Excellent IT knowledge and knowledge of online tools for quality performance of tasks;
- Pronounced skills for solving crisis situations in the PR sector;
- Excellent knowledge of social networks;
- Knowledge of internet marketing tools (GoogleAdWords, Facebook Ads.)
- Knowledge of programmes for design (Adobe Photoshop, Adobe InDesign, Adobe Illustrator) and video editing is preferable.



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