



## UGANDA RAILWAYS CORPORATION

### JOB OPPORTUNITY

Uganda Railways Corporation (URC) is a body Corporate established by the URC Act, Cap.331 Laws of Uganda. The mandate of the corporation is to construct, operate and maintain Railway, Marine and Road services, both inside and outside Uganda for the carriage of passengers and goods.

Applications are invited from suitable qualified Ugandans to fill the position below;

<b>POST :</b>	<b>Senior Public Relations and Communication Officer</b>
<b>REPORTS TO:</b>	Managing Director
<b>DUTY STATION</b>	KAMPALA
<b>NO. OF VACANCIES</b>	One (1)
<b>SALARY :</b>	RG4
<b>DURATION</b>	three (3) years renewable
<b>PROBATION</b>	6 Months
<b>JOB PURPOSE</b>	To assist in managing Uganda Railways Corporation' Communication strategies, public relations, media, research, manage publicity tools, maintenance of Website and any other related duties assigned from time to time.

Uganda Railways Corporation (URC)'s vision is to become the Preferred Freight & Passenger Transporter in Eastern Africa by 2040". Our mission is to establish and manage reliable, efficient and safe railways and marine transport services in East Africa for sustainable economic development. We work to make sure that our mission and vision are driven by core values; accountability, integrity, teamwork, reliability, innovation, efficiency and safety.

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#### **Role content and purpose**

The Senior Public Relations and Communication Officer will be a creative, dynamic and smart working individual with exceptional copywriting skills and excellent attention to detail. They will have demonstrable experience in writing impactful communications materials and using digital communications to drive interaction with content, as well as engaging with the media.

He/She will be responsible for identifying and pulling out key messages across projects and outputs and ensuring colleagues are creating inspiring content across all formats. They will also write engaging copy such as regular newsletters and targeted mass mailings. The role will also involve building and maintaining good media contacts and ensuring the day-to-day running of regional digital communication channels.

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#### **Education/qualifications**

**Essential**

- Bachelors' degree in communications or journalism or international relations or economics or development studies)

**Desirable**

- Masters degree and postgraduate diploma in related field

**Personal skills/qualities****Essential**

- Initiative, sound judgement and the ability to work harmoniously with individuals of different national and cultural backgrounds
- Knowledge of, or keen interest in, rail transport development
- Good communication skills, including experience of working effectively with diverse audiences, both verbally and in writing
- Ability to work under pressure yet deliver on time with attention to detail and accuracy
- Ability to work independently with minimal support as well as in a team environment

**Knowledge/technical competencies**

- At least 3–5 years of hands-on experience in communications and PR, preferably in parastatal or Government organisation
- Excellent written and spoken English, as well as a critical eye for editing and proofreading
- Ability to write a range of communications materials, including press releases, web stories and newsletters to a very high standard and in an engaging way
- Skilled in developing and delivering messages for a range of audiences, including translating technical and complex content into non-specialist language
- Experience working with journalists to secure media coverage
- Experience using social media tools in a professional context to drive user interaction online
- Experience in delivering digital mass and managing contact lists
- Proven experience in developing and delivering communications plans
- Experience of event organising
- Professional experience in copyediting and proofreading
- Experience of using website content management systems such as WordPress
- Additional language skills

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**Duties and responsibilities****Technical duties**

- Develop and implement communications plans
- Draft press releases and proactively engage with media contacts to obtain coverage for URC's work
- Use digital communications to gain traction for URC's content and buy-in for the Corporations work and objectives
- Plan and manage production of corporate branded materials, ensure brand integrity, quality and consistency by adhering to the set brand guidelines and templates
- Plan and execute key communication activities, including launch events and national and regional roundtable forums
- Create and maintain a contact database for URC in the region, including a media contact lists
- Draft and lay out mailings (including newsletters and updates) and coordinate their review and approval
- Support the delivery and maintenance of good internal communications and information-sharing internally
- Coordinate website content development in a timely manner and ensure focused, highly engaging written materials

- Package and communicate key messages in a creative and engaging way for diverse audiences that include a range of stakeholders at the sub-national, national, regional and global levels.
- Maintaining a strong online presence for the Corporation through social media platforms.
- Providing news photos with appropriate captions to media houses and monitor photographic coverage of URC events;
- Identify key moments and maintain a calendar of URC activities and external events
- Work closely with the Head of Communications to ensure integrated and coordinated working across regions, and to support the delivery of corporate communications objectives
- Evaluate the impact of key communications tools through good monitoring, evaluation and impact processes
- You may be required to carry other reasonable duties and responsibilities from time to time

### **Organisational responsibilities**

- Implement and manage projects and activities in line with URC's vision, mission, values and goals
- Assist in the development of new projects and identify new and emerging opportunities where the communications function is relevant.
- Develop and maintain effective systems and processes for communications activities ensuring these are consistent with DI's operational requirements and policies
- Support the development and implementation of the organisational strategy

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### **Application Procedure;**

All suitable, qualified and interested candidates with the relevant qualifications and experience should send their application letters, curriculum vitae and copies of academic certificates, Transcripts, National Identity Card, appointment letters to the current job, together with one (1) recent passport photograph by email to: **info@urc.go.ug**. Kindly merge all your documents and send them in one attachment in word or PDF format not exceeding 2MBs.

### **OR**

Address to the Managing Director, Uganda Railway Corporation and hand deliver to URC headquarters.

The closing date of receiving applications is Friday **24<sup>th</sup> December, 2021 at 3:00pm.**

### **NOTE:**

1. Only successful candidates will be contacted.
2. Any form of canvassing will lead to automatic disqualification.
3. Beware of fraud stars.

**MANAGING DIRECTOR**