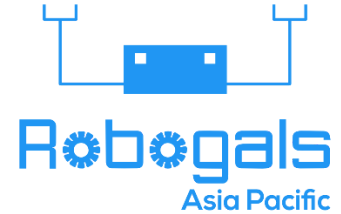


# Public Relations Manager

## Robogals Asia Pacific



### Robogals

Robogals is an international, not-for-profit organisation that aims to inspire, engage and empower young women into engineering and related fields. This is achieved through interactive educational initiatives aimed at girls in primary and secondary school. Since inception in 2008, Robogals has inspired over 70,000 girls globally.

### The Role

Robogals is currently seeking an individual to take on the role of Public Relations (PR) Manager. The purpose of this role is to promote Robogals in the Asia Pacific region to external stakeholders, including schools and educational groups, the media, and the wider public. The PR Manager's primary aim is to increase awareness and engagement with the organisation across the communities and countries we operate in. The role will involve working with both traditional and social media. The successful candidate will be an individual passionate about the Robogals mission who shares the organisation's values, and has the ability to take initiative, communicate in a professional and engaging manner, and work with external parties to achieve results. Please note this is a voluntary role.

### Responsibilities

- Coordinating and creating media campaigns to increase the awareness of Robogals, our chapters, and initiatives in the Asia Pacific Region.
- Communicating and coordinating with external media organisations to raise the public profile of Robogals Asia Pacific.
- Manage the region's social media presence with the Global Marketing Team.
- Keeping track of media appearances by chapters and Robogals volunteers.
- Researching and coordinating opportunities for Robogals to be involved in significant events for STEM, education and diversity in the APAC region.

Although a voluntary position, the successful candidate will have opportunities to gain experience in a leadership position on an international organization, work on national PR Campaigns, network with industry, develop communication and management skills, and the opportunity to attend the Robogals APAC annual volunteer conference.

### Skills Required

The successful candidate will require:

- Ability to communicate professionally in an engaging and clear manner.
- Project management skills to plan and coordinate PR projects.
- The ability to engage and promote the organisation to stakeholders and media.
- The ability to take initiative and develop the skills needed for this role
- Some experience with social media or traditional media is preferred but not required.

## Application Process

To apply please email Emily Lok (Regional Executive Office, Robogals Asia Pacific) on [emily.lok@robogals.org](mailto:emily.lok@robogals.org) with the following:

- Cover letter which includes evidence of passion for the Robogals mission, why you are interested in this role, and why you would be successful in this role.
- Your CV (max 2 pages)

Applicants for this position will be reviewed based on their passion towards the organisational goals, interest in the position, and the required skills outlined.

Applications will be accepted on a rolling basis. Please don't hesitate to address all questions to **Emily Lok** (Regional Executive Officer, Asia Pacific).

## Role Details

<b>Job Title:</b>	Public Relations Manager, Robogals Asia Pacific
<b>Reports To:</b>	Regional Executive Officer, Robogals Asia Pacific
<b>Employment Basis:</b>	Casual, volunteer role (Approximately 6 - 9 hours per week).
<b>Start Date:</b>	As Soon As Possible
<b>Term:</b>	A minimum of 1 year is expected (within reason)
<b>Location:</b>	Anywhere with strong internet connection in the APAC region