



NATIONAL TRANSPORT CORPORATION

JOB SPECIFICATION

- 1. POST:** **Marketing & Public Relations Officer**
- 2. SALARY:** Negotiable in the range Rs 23,950 – Rs 50,900
- 3. QUALIFICATIONS:**
 - A. Possess a Diploma in either marketing, communication, public relations, media studies, journalism, hospitality or any related discipline from a recognised institution or an equivalent qualification acceptable to the Board of the NTC.
 - B. The candidate should have the following profile:

An excellent communicator both orally and in writing;
Excellent relationship building;
Excellent interpersonal skills;
IT and Social Media skills.
- 4. EXPERIENCE:**
 - (a) Minimum of 3 years' experience in corporate communications, public relations, advertising, marketing or customer service with experience in handling members of the press, and familiarity with design and creative agencies.
 - (b) Possess an understanding of digital transformation with strong influencing skills and able to work cross-functionally to research and identify media and marketing opportunities, both online and offline.
- 5. ROLES & RESPONSIBILITIES:**

As Marketing & Public Relations Officer, your role will be to provide support and back-up in delivering online and offline media and the marketing communications plans that are aligned to the corporate communications strategy and NTC's business goals. The selected candidate will report to the General Manager.
- 6. DUTIES:**

The key duties include but not limited to:

 - (i) Develop and implement marketing plans to promote NTC's services
 - (ii) Propose and coordinate marketing campaigns, promotional activities, and customer engagement initiatives.

- (iii) Manage digital marketing platforms, including social media, website content, and online advertising
- (iv) Assist with the Public Relations affairs of the Corporation.
- (v) Daily monitor the activities of the Control Unit and hotline telephone and to ensure that public queries/complaints are properly attended to.
- (vi) Look out for customer service issues and escalations on social channels as well as contribute to and implement the major incident communications plan as required;
- (vii) Support the General Manager in his work with creative agencies and suppliers in view of maximising income from non-fare revenue workstreams as required;
- (viii) Develop and maintain close, productive relationships with key journalists.
- (ix) Produce briefs, newsletters or any in-house journals, or any other communication material for the Corporation.
- (x) To gather, write up and edit information material for internal and external publication, website, annual report, newspapers, social media etc.
- (xi) To deal with the press and media in relation to matters such as adverts, publicity, and replies to Press queries and articles.
- (xii) To liaise when necessary with Public bodies and local authorities as and when required.
- (xiii) To plan and organize award ceremonies, and any official function as and when required by the Corporation.
- (xiv) To continuously make suggestions as to the improvement of the public image of the Corporation and to monitor any activities carried out by the Corporation in that connection.
- (xv) To perform any other cognate duties directly related to the main duties listed above or related to the delivery of the output and results expected from the incumbent in the roles ascribed according to posting.



Approved: 20 June 2025
RE/RKH/vr