



Student Union
Riga Business School

Job Description Head of Public Relations (PR)

Mission of the PR division:

Ensure that the Student Union (SU) at Riga Business School (RBS) is visually known, transparent, and appealing to the public (both internal and external in relation to the RBS community). Furthermore, increase the recognizability of the SU and RBS as a whole and represent the SU in a positive manner.

Responsibilities and tasks of the position:

The Division:

- Manage and lead the members of the division;
- Ensure that members in the division share a common goal and vision;
- Create and maintain a stable and working structure for the division;
- Maintain a constant meeting schedule which must be followed;
- Prepare for each division meeting (ensure that all deadlines set are met);
- Update status on projects during every meeting and give feedback regarding the tasks;
- Delegate division members to work-groups formed from two or more divisions.
- Post a review of each consecutive meeting to ensure transparency within the division and visualize progress.

The Board:

- Maintain regular contact with the board of SU;
- Delegate people of the division or finish the necessary tasks for other divisions/the board;
- Represent the board and the SU when necessary.

Overall tasks/responsibilities:

- Spellcheck social media posts, and give constructive feedback to other division members;
- Represent the SU as the Head of PR when necessary;
- Ensure that the processes handled are transparent to others;
- Start projects as soon as possible to ensure that there is still time for adjustments before the deadline;
- Maintain contact with RBS/others through regular online content;
- Show SU's involvement through participation in projects/events;
- Ensure publicity for partners/supporters/sponsors;
- Filter content in relation to the SU online.