



Kuwait College of Science and Technology is fully licensed by the nation's Ministry of Higher Education/Private Universities Council and started its operation in 2016 offering degrees in Computer Science, Computer Engineering and Electronics and Communications Engineering. In 2022, the student population exceeded 1600, and the first cohort of engineers has graduated. The University has an outstandingly high research output in the context of the private universities in the Region.

One of the cornerstones of the University's strategy is "Engineering with Leadership", which means that the University aims to produce engineering graduates who are aware and conversant with management theory and techniques. Thus, its current engineering curricula already contain significant portions of economics, management, and entrepreneurship. In the near future, a new Faculty of Business Management will be launched.

The Department of PR Marketing & SRU is recruiting ambitious academics with a proven track record in teaching.

Job Vacancy

Senior Officer- PR Marketing & SRU (Local candidates Only)

Candidate should Use a wide range of media to build and sustain a good image for the university's brand through planned publicity campaigns and PR activity. Support the work of marketing managers and executives on projects directed at maximizing the university branding and developing strategies and marketing campaigns.

DUTIES AND RESPONSIBILITIES:

- Planning publicity strategies and campaigns.
- Writing and producing presentations and press releases.
- Maintain good and sustainable relation with the press.
- Dealing with enquiries from the public, press and related organizations.
- Organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits.
- Speaking publicly at interviews, press conferences and presentations.
- Providing clients with information about new promotional opportunities and current PR campaigns progress.
- Analyzing media coverage.
- Commissioning or undertaking relevant market research.
- Liaising with clients, managerial and journalistic staff about budgets, timescales and objectives.
- Working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.
- Helping to organize market research.

QUALIFICATIONS, EXPERIENCE AND ATTRIBUTES:

- Education: Bachelor degree in relevant field.
- Minimum 5 years' experience in similar position.



KUWAIT COLLEGE OF SCIENCE & TECHNOLOGY

كلية الكويت للعلوم والتكنولوجيا

Private University

جامعة خاصة

- High level of proficiency on the Microsoft Office Suite word processing.
- Possess very good verbal and written English and Arabic communication skills.
- Event Management
- Public Speaking
- Creativity and writing skills
- Commercial awareness.
- High level of accuracy and detail orientation
- Excellent team player and result oriented.

KCST offers internationally competitive salaries and health insurance subject to entitlement.

For full consideration, applicants should submit the following documents, preferably in a single ZIP file:

- i. Cover letter,
- ii. Curriculum vitae,
- iii. List of three professional references with contact information

Applications should be sent to careers@kcst.edu.kw. Review of applications will begin immediately and continue until the position is filled. All inquiries related to the advertised position should be addressed to careers@kcst.edu.kw. Please write **VACANCY IN PR MARKETING & SRU – Senior Officer** in the subject line.

Further information about the University and Job Openings can be found at <http://www.kcst.edu.kw/>.