SCHEME OF SERVICE

ORGANISATION : PRIVATE SECONDARY EDUCATION AUTHORITY

POST : PUBLIC RELATIONS OFFICER

SALARY : Rs 31365 x 400 – 31765 x 425 – 33040 x 560 – 35840 x 725 – 37290 x 925 – 39140 x 970 – 46900 x 1050 – 49000 x 1100 – 54500 x 1450 – 58850

QUALIFICATIONS :

A. A diploma in Communication Studies from a recognized institution or an equivalent qualification acceptable to the Board.

B. Candidates should -

i. reckon at least five years' experience in public relations/communications;
ii. be proactive and have the ability to work under pressure;
iii. possess good interpersonal and communication skills;
iv. possess skills in media handling and journalisms; and
v. be computer literate.

Candidates should produce written evidence of experience and knowledge claimed.

DUTIES :

1. To communicate with all stakeholders including the general public, potential and existing students of Private Secondary Schools and with other institutions on a variety of educational issues.
2. To deal with complaints and queries.
3. To be responsible for all media matters.
4. To prepare public relations materials.
5. To develop the Authority's public profile.
6. To assist in the organization of seminars and workshops.
7. To co-ordinate events and activities related to the Authority.
8. To provide assistance to students, educators, the public in general and any other visitors.
9. To use ICT in the performance of his duties.

10. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Public Relations Officer in the roles ascribed to him.

Note:

"In case of force majeure/public emergency, incumbents are required to be available to provide their services to ensure business continuity either through work from home, remote working, working online or work performed through any other IT system".

October 2026