

STATE TRADING CORPORATION
SCHEME OF SERVICE

Post : Communication Officer

Qualifications: By selection from among candidates possessing –

- A. An undergraduate degree in Communication or Journalism or Public Relations or Graphic Design from a recognised institution;
- B. A post-graduate qualification in Communication or Journalism or Public Relations or Graphic Design from a recognised institution;

OR

Equivalent qualifications to A and B acceptable to the Board.

- Candidates should also reckon at least 3 years' experience in the field of Communication, Public Relation, Multimedia or Graphic Design;
- Candidates should produce written evidence of any experience claimed.

Roles and

Responsibilities: To be responsible to the General Manager.

Duties:

- (1) To promote the public image of the Corporation;
- (2) To develop and execute a cohesive communication strategy designed to promote the STC's brand/ selected commodities;
- (3) To craft clear and impactful messaging across various channels, from press releases and digital content to in-store materials, that consistently highlights the core value proposition;
- (4) To develop, film and edit high-impact video content and graphic design assets to support organizational marketing campaigns, public awareness and social media outreach;
- (5) To be responsible for the internal and external communication including the publication of reports, magazines, press releases, job advertisement, press kits, newsletters, and related marketing materials;

- (6) To identify, develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction;
- (7) To establish rules and procedures regulating public relations with customers, external bodies and the general public;
- (8) To be responsible for customer care and customer relations;
- (9) To be responsible for press cuttings and documentation of all press articles on and/or related to STC and its activities as well as on issues relating to its products dealings;
- (10) To prepare detailed media activity reports;
- (11) To supervise projects to guarantee all content is publication-ready;
- (12) To respond professionally to communication-related issues, crises or challenging situations in a timely manner;
- (13) To attend speaking engagements and host special events;
- (14) To plan event, book venues and schedule speakers;
- (15) To Participate actively in the organization of communication events and campaigns;
- (16) To responsible for social media community management;
- (17) To analyse press report and produce daily press reviews for internal use;
- (18) To act as brand guardian and maintain high standards of corporate image and branding in all communication fields; and
- (19) To perform such duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Communication Officer in the roles ascribed to him/her.

21 January 2026