



## JOB POSTING

**Title of Position:** Communication Officer for Institutional EMERGE European University Alliance and Neapolis University Pafos (NUP)

Neapolis University Pafos  
2 Danais Avenue,  
Paphos 8042

Neapolis University Pafos (NUP) is one of the leading private universities in Cyprus, with students from all over the world. It is a vibrant academic institution that focuses on high quality education and research and aims to provide leading educational services in the Cyprus region and beyond.

NUP offers more than 40 undergraduate, postgraduate and doctoral programmes in five different faculties and many different educational subjects.

NUP demonstrates academic excellence and excels in providing outstanding experiential learning opportunities. Our students and faculty reflect the local, national and global community.

### **Job Overview:**

The Communications Officer at Neapolis University Pafos will be responsible for developing, implementing, and managing the university's communication strategies. The role involves overseeing internal and external communications, media relations, social media management, content creation, and brand development. The ideal candidate will promote Neapolis University Pafos's reputation as a leading educational institution in Cyprus, enhancing its visibility locally and internationally.

### **Key Responsibilities:**

- Develop Communication Strategy that aligns with the University's goals.
- Create communication plans for various stakeholders.
- Draft, edit, and publish high-quality written content, including press releases, newsletters, speeches, articles, blog posts, and web content.
- Collaborate with academic departments and staff to gather information and develop compelling stories that highlight the university's achievements, research projects, and events.
- Serve as the primary point of contact for media inquiries and foster strong relationships with local, national, and international media outlets.
- Prepare and distribute press releases and coordinate media events, such as press conferences and interviews.
- Develop and execute social media strategies to enhance the university's online presence on platforms such as Facebook, Instagram, LinkedIn, X (formerly Twitter), and YouTube.
- Develop internal communication channels and tools to keep faculty, staff, and students informed about university news, updates, and events.

- Act as a liaison between various departments to ensure consistent messaging and alignment with the university's overall communication goals.
- Coordinate the promotion of university events and develop marketing materials.
- Maintain and enhance the university's brand image by ensuring all communications reflect the core values and vision of Neapolis University Pafos.
- Collaborate with the design team to create visual assets that align with the university's branding guidelines.

## **Qualifications and Experience**

*Suitable candidates should have:*

- A degree in Communications, Public Relations, Journalism, Marketing, or a related field. A Master's degree is an advantage.
- At least 3 years of experience in communication roles, with a demonstrated ability to engage with diverse communities.
- Skills in approaching and engaging populations that speak minority languages, with an understanding of cultural sensitivity and inclusiveness in communication.
- Experience in adapting inclusive communication strategies for diverse linguistic contexts, even without specific language proficiency.

## **Skills and competencies**

*Suitable candidates should also have the following skills and competencies:*

- Ability to work collaboratively with partners and community representatives to ensure effective outreach.
- Excellent communication skills and command of the English Language.
- Strong awareness of cultural and linguistic diversity in Europe, with the ability to approach and engage populations that speak minority languages in a respectful and effective manner.
- Proficiency in social media tools, content management systems (e.g., WordPress), and email marketing platforms.
- Empathy and Listening Skills to appreciate the needs and perspectives of underrepresented communities and adapt communication practices accordingly.
- Ability to work under pressure and manage multiple projects simultaneously.

## **Salary and benefits**

A package is offered according to qualifications and experience. Excellent prospects for advancement.

The selected candidate will get a job offer for employment. Please submit your application, stating "**NUP Communication Officer**" in the subject line with a copy of your CV to [hrd@nup.ac.cy](mailto:hrd@nup.ac.cy)

Please note that all applications will be treated with strict confidentiality.

**CLOSING DATE: Until the position is fulfilled.**