

PROJECT
at the meeting of the
Council of RSU Student Union
2025,

RSU International Student Association (ISA) Job Description
Public Resources

The Public Relations Officer shall act in the best interest of all students to develop, coordinate and promote ISA image and activities and all other tasks related to communication, branding and public image. This role requires strong initiatives, strategic thinking, and continuous communication with RSU bodies, student organizations, and external collaborations. The Public Relations Officer is also responsible for keeping communication with the other departments in ISA and set strategic goals for communication and publicity regarding ISA social media and events throughout the academic year.

Main job responsibilities

1. Create and promote the public image of ISA among all international and Latvian students and RSU staff.
2. Manage all ISA social media platforms, including Facebook, Instagram, ISA website and any new platforms decided by the ISA departments/Board.
3. Manage and update the ISA website, reviewing information and updating as needed.
4. Be in contact with all ISA departments, ensuring timely creation and design of posters, event materials, infographics, and other visual resources. Maintain a unified ISA content calendar and coordinate posting deadlines with departments.
5. Create visual materials (posters, videos, flyers, carousels, banners, story templates, etc.).
6. Document ISA events in photo and video formats.
7. Respond to student messages across all platforms professionally and in a timely manner, ensuring a consistent and supportive communication tone.
8. Draw up and publish event announcements as well as post-event reviews.
9. Provide active marketing for ISA events, including digital promotion and attracting new activists.
10. Ensure continuous availability of accurate, up-to-date information for students, including the design and maintenance of ISA stands and notice boards.
11. Provide adequate publicity to ISA supporters.
12. Maintain close cooperation with the RSU Marketing Department and Communications Department, as well as ISA societies.
13. Maintain contact with IT services regarding website issues, platform access, and handover of ISA email accounts.
14. Communicate and collaborate closely with the RSU SU Head and Assistant to the Head of Communication Affairs; meet quarterly or more often to ensure a unified social media strategy.
15. Perform any additional tasks assigned by the RSU Council, ISA President, or Vice-President.

16. Maintain a unified ISA content calendar and coordinate posting deadlines with departments.
17. Develop strategies to increase outreach, engagement, and visibility of ISA activities.

Additional duties:

1. Know the structure and goals of RSU, the Student Union (SU), and ISA.
2. Promote positive recognition of ISA and SU within and outside RSU.
3. Perform duties according to ISA's developmental goals.
4. Become familiar with ISA and SU statutes, RSU Constitution, and related regulations, and act accordingly to them.
5. Organize, develop, and maintain ISA communication quality standards.
6. Attend board meetings and actively participate in decision-making, prepare monthly insights for the board. If unable to attend the Board Meeting, notify the President/Vice-President in advance and submit updates in writing.
7. Use allocated resources responsibly.
8. Submit monthly reports to the SU Council summarizing PR activities and completed tasks.

Responsibilities:

1. Comply with ISA and SU statutes, hierarchy, and internal rules.
2. Ensure all duties are completed on time and in a high-quality level.
3. Know and acknowledge the consequences of not fulfilling responsibilities.
4. Achieve ISA's developmental goals.
5. Maintain confidentiality and avoid sharing information that may harm ISA or SU.
6. Preserve and avoid damaging any entrusted materials or equipment.

Rights:

1. Work in fair, safe, and healthy conditions.
2. Request suspension of any decision that conflicts with ISA or SU legislation.
3. Receive material and technical support necessary for performing duties.
4. Manage allocated financial and technical resources.
5. Request necessary information from RSU SU members, ISA board members, and other RSU organizations to fulfill PR duties.

RSU SU Chairperson _____ //

RSU ISA Public Relations Officer _____ //