



**Job Title: Public Relations Director**

**Organization: Congolese Chamber of Commerce in Ireland (CCCIRL)**

**Location: Ireland**

**Reports to: Board of Directors**

### **Role Overview:**

The Public Relations (PR) Director of the Congolese Chamber of Commerce in Ireland (CCCIRL) is responsible for shaping and maintaining the Chamber's public image, strengthening stakeholder relationships, and promoting trade, investment, and economic collaboration between Ireland and the Democratic Republic of Congo (DRC). This role involves media engagement, branding, strategic communications, and advocacy efforts to enhance CCCIRL's visibility and influence.

### **Key Responsibilities:**

- **Strategic Communications:** Develop and implement PR strategies to position CCCIRL as the leading platform for Irish-Congolese trade and investment.
- **Media & Stakeholder Engagement:** Build relationships with media outlets, business leaders, government agencies, and community organizations to amplify CCCIRL's impact.
- **Event & Campaign Management:** Lead public relations campaigns, trade events, and networking forums to foster business growth and diaspora engagement.
- **Brand & Reputation Management:** Ensure consistent messaging across digital platforms, press releases, newsletters, and social media to strengthen CCCIRL's credibility.

### **Advocacy & Policy Representation:**

Serve as a key liaison in discussions with Irish and Congolese institutions, advocating for policies that facilitate trade, investment, and business mobility.

### **Qualifications & Skills:**

- Experience in public relations, communications, or corporate affairs, preferably in an international trade or business development context.
- Strong media network and ability to manage press relations, digital content, and crisis communications.



- Excellent stakeholder management, negotiation, and advocacy skills.
- Ability to lead high-impact PR campaigns and business engagement strategies.
- Knowledge of diaspora engagement, international trade, and cross-cultural communication is a plus.

**Impact & Growth Contribution:**

The PR Director will drive a 20% increase in CCCIRL's visibility and stakeholder engagement, positioning the Chamber as a key player in Irish-Congolese trade relations while expanding its influence and partnerships.

Interested candidates should submit a CV and a cover letter to **[infocccirl@gmail.com](mailto:infocccirl@gmail.com)**