

CGU Stella for Staff 2024
Professional Mobility Programme for Services Staff

PLACEMENT OFFER LSALLE02

INFORMATION OF THE HOST UNIVERSITY

Name of institution	La Salle University.
Address	Benjamin Franklin 45, Condesa, Cuauhtemoc, ZipCode 06140 Mexico City, Mexico.
Telephone	(+) 52 55 5278 9500.
Web	www.lasalle.mx .
Short description	For over 60 years, Universidad La Salle has created a reputation as a visionary, humanistic and socially responsible institution of higher education. La Salle is a member of La Salle Universities, one of the largest international organizations dedicated to accessible, quality education, research and social transformation. There are over 1600 Lasallian educational centers in 22 countries, and more than 76 Lasallian colleges and universities on five continents, 15 of which form La Salle University Network in Mexico.

INFORMATION OF THE PLACEMENT OFFER

Department	Coordination of Public Relations and Communications.
Description of activities	<ul style="list-style-type: none"> • Maintain a database of media organizations and contacts within them. • Manage the company's or organization's social media communications. • Meet with and conduct interviews with media personnel. • Create and produce internal newsletters for the organization. • Write, edit and distribute various types of content, including material for a website, press releases, marketing material and other types of content that take the message to the public.
Working languages	Mostly Spanish and English.
Working place	Human Resources Direction, Benjamin Franklin 45, Condesa, Cuauhtemoc, ZipCode 06140 Mexico City, Mexico.
Mobility period	To be agreed with the candidate.
Length	7 working days.
Daily working hours	5 hours.
Accommodation	Accommodation for nine calendar days in a loft nearby the Campus.
Supplementary contribution	Two meals per day.
No. of placements	1.

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CURRICULAR PROFILE OF THE CANDIDATE

Academic title	Degree.
Required experience	<ul style="list-style-type: none">• Experience in overseeing the communications efforts of a corporation, including public relations and marketing.• Involved in completing market research, communicating with media personnel to address company news and implementing communication policies and procedures to uphold their company's brand image.
Required skills	<ul style="list-style-type: none">• Communication.• Creativity.• Strategic communication.• Editing.• Excellent written communication skills.• Media relations.• Organizational skills.• Social media and branding.