



NOTICE

Rajarata University of Sri Lanka

POST OF DIRECTOR MEDIA UNIT

Applications are invited from Senior Academic Staff members (Senior Lecturer Gr. II and above) of this University for the above Post.

The Director,

- shall be a Senior Academic who demonstrates the capacity to undertake the functions of the media unit will be appointed via the internal recruitment procedure following an advertisement.
- shall be a part-time post confined to academics of the University, and the appointment duration shall be three years.
- Will ensure that the University undertakes actions to nurture media coverage of the University.

The responsibilities of Director, Media Unit are as follows,

I. Maintaining the Image/ Creditability of the Unit

- At all times, whether in the Higher Educational Institute or outside, will be the image of the core values and standards advocated. Therefore, will act with integrity and respect for all people, be gender-sensitive and honorable, and not bring any disgrace.
- The Director is responsible for maintaining the overall image of the unit.

II. Managing the Media Unit

- Report to the Media Regulatory Board regarding the progress of the unit.
- Reporting to the VC advisory committee monthly the progress and plans

- Prepare end-of-the-year reports by mid-January, and each year accounts for the preceding year following standards of good practices.
- Will be fair and just in all their dealings with colleagues, subordinates, and all stakeholders (student/ university/employees) associated with the media unit
- Maintain cordial relationships with the media unit staff, Media Regulatory board, and other stakeholders
- Provide the Media Regulatory Board of the media unit monthly review/ chair progress meetings professionally. Maintain minutes and circulate those within two weeks after each meeting.
- Prepare the annual work plan, get it approved by the media Regulatory Board, and submit it to the university Finance committee via the Vice Chancellor.
- Work closely with the Bursar to ensure that all financial regulations are followed and that the media unit has sufficient resources to undertake the annual work plan.
- Ensure that the infrastructure, equipment, and resources are appropriately inventoried and well-managed.
- Create a strategic plan for the media unit's growth and sustainability and an internal management structure to ensure the media unit's smooth operation.
- Create funding proposals for the short, medium, and long terms.
- Strengthen the University's media relations while maintaining efficiency.
- Establish guidelines and standards for how the media unit will carry out the work plan, conduct quality activities, and complete them satisfactorily.

The Post of Director, Media Unit will be appointed by the Vice Chancellor from among the Senior academics with prior experience in Mass media and Communication.

The appointment will be for a period of three years and he/she will be required to carry out due teaching functions in addition to his/her duties as Director of the Unit.

Self-made application along with an updated CV should be submitted to the Vice Chancellor through proper channel on or before 07.05.2024.

Acting Registrar

Date : 17.04.2024