



PT Agincourt Resources (PTAR) is a mining company based in Indonesia that is engaged in the exploration, mining, and processing of gold and silver. The only place of operation is at the Martabe Gold Mine in North Sumatra. Company functions are managed from Jakarta.

Mineral Resources as of June 30, 2020, reached 7.6 million ounces of gold and 66 million ounces of silver. Production began at Martabe on 24 July 2012. The operating capacity of the Martabe Gold Mine exceeds 6 million tonnes of ore per year to produce more than 300,000 ounces of gold and 2-3 million ounces of silver per year.

PTAR employs more than 3,000 employees and contractors, over 99% of whom are Indonesian nationals, and more than 70% of whom are recruited from local residents. PTAR is committed to creating safe and efficient operations, minimizing environmental impact, and ensuring our existence provides long-term benefits to all local stakeholders.

The majority shareholder in PTAR is PT Danusa Tambang Nusantara, which is owned by PT United Tractors, Tbk (60%), and PT Pamapersada Nusantara (40%), with a total share of 95%. PT United Tractors Tbk is a public company whose shares are listed on the Indonesia Stock Exchange and also a subsidiary of PT Astra International Tbk. PT United Tractors, Tbk's share ownership consists of 59.50% by PT Astra International Tbk and 40.50% by the public. PT Pamapersada Nusantara is 99.9% owned by PT United Tractors, Tbk. 5% of the Company's shares are owned by PT Artha Nugraha Agung which is jointly owned by PT Pembangunan Prasarana Sumatera Utara with 30% and PT Tapanuli Selatan Membangun with 70%.

To strengthen the existing Corporate Communications team and to ensure the achievement of the department objectives, the Martabe Gold Mine is looking for a candidate to fill the role:

SPECIALIST - MEDIA RELATIONS AND CONTENT MANAGEMENT (CC 2201002)

This position will be based at Martabe Site in **Corporate Communications Department, working on schedule 4 Weeks on; 2 weeks off and reports directly to Public Relations Manager.**

The role of the Specialist - Media Relations and Content Management are to:

- A Media Relations and Content Management specialist works with the corporate communications team and informs the public of an organization's mission, policies, and practices in a positive, consistent and credible manner.
- This position is coordinating directly with the people responsible for producing the news and features in the mass media.
- The core of responsibility is relationship building as identified. He/ she is someone who can provide journalists with valuable information at the right time.
- The goal of Media Relations and Content Management specialist is to raise awareness about Agincourt Resources, company news, and get the message in front of the right audience. This is a common goal within corporate communications as well and it's just as important for media relations strategy.
- Creating a creative, unique, and outstanding content calendar, so that the advertising campaign can be successful and achieve the proposed goals.
- Optimize content, design and plan all the details of the publication, and analyze all kinds of factors to package the most effective message to understand
- This position is responsible for creating communication content and materials and managing internal and external channels to support effective change management plans driven by Business Process Improvement, Human Resources (HR), Health Safety Security and Environment (HSE), and Information Technology (IT) projects and others

initiatives.

A Specialist - Media Relations and Content Management is also expected to have these outcomes:

- The company's vision, mission, short-term goals, and long-term goals are thoroughly understood and incorporated into the programs; unique branding propositions, brand values, brand strengths, and the entire brand history are all well positioned and executed in all daily activities
- Press coverage is well handled and monitored, the message is carefully crafted according to the focus of the campaign/programs to ensure that the public finds the material interesting enough to become the focus of their various format of publication.
- The company's brand is well-shaped and transferred into the public consciousness including the company's vision, mission, values, and identity through media channels that they trust and have chosen to consume.
- The branded search term is continuously increased as people look up the company after watching or reading about it in the press.
- Long-term relationships with journalists and media publications are strengthened, constant open communication with local, provincial, and national journalists are maintained, which in the longer term can offer various advantages to the company.
- As part of an active member of the Crisis Communication Team, the sense of urgency is strongly possessed, in which it is expected that arising pressing issues are identified, alerted, and informed to the next levels in the earlier stages along with analysis of potential crises and the efforts to control the potential damage to the company's reputation that may arise along with the pressing issue.
- The effectiveness of the news publications and digital media is well monitored, researched, analyzed, and reported, added with proper and creative suggestions on improvements, recommendations, and solutions.
- Media relations is not a one-size-fits-all concept and it requires a deep understanding of the industry (extractive/mining and the media itself) so that the correct, first-hand message can be delivered promptly to the correct target audience through various means of "media" which is now evolving with social media, vlogs, and podcasting requiring different strategies and tactics.
- Creative writing, fresh campaign ideas, best practices, digital media trends, internal and external communications issues, and the selection of appropriate communications tools and channels are continuously monitored, maintained, and reached as a pre-agreed target.

Candidates for this role would be expected to have the following qualifications and experience:

1. Bachelor's Degree in Communications, Journalism, Public Relations, Literature, and other related subjects.
2. Proven competency in developing and implementing creative communications and publications strategies and measuring their effectiveness.
3. Preferably an experienced staff with min 5 years experience in corporate communications, journalism, and/or public relations-related field, in NGO's, media or mining/energy-related industry.
4. Strong ability to work independently while being an integral team member.
5. Highly motivated to work in a demanding, very deadline-driven environment with the ability to work additional hours as job and peak business deadlines require.
6. Advanced knowledge of Microsoft Office programs (MS Word, Excel, PowerPoint, Publisher) and graphic design software programS (Adobe Photoshop/InDesign/Illustrator and iMovie/Moviemaker/Online Program)
7. Have excellent writing and design skills including audio-visual software (image, video, flash), web-based applications.
8. Good communication and writing skills for a variety of audiences in Indonesian and English.
9. Have a reliable network and knowledge of the publishing industry and the media, how they operate, and which types of media to use for different purposes



10. Proven experience in developing successful PR activities, events, and media activities that affect behavior
11. Possess relationship building skills with media networks particularly media local and provincial
12. Good communication and writing skills in Bahasa Indonesia and English and the ability to draft and edit communications materials
13. A skilled researcher with the ability to analyze, summarise and simplify complex information and communicate it to different groups
14. Good administration and organizational skills with attention to the smallest details and ability to manage multiple, simultaneous projects and prioritized workload
15. Strong ability to work and plan both independently and collaboratively and complete assignments in a timely and efficient manner.
16. Have the ability to effectively communicate complex and distinctive concepts in a clear and concise manner
17. Highly motivated to work in a demanding, very deadline-driven environment with the ability to work frequently under pressure and additional hours as job and peak business deadlines require.

If you believe, you possess the skills, qualifications and experience to fill in the position, please send in your CV complete with your **latest photograph** by quoting the position title & code on the email subject, no later than **January 18, 2022**, to:

Human Resources Department – PT Agincourt Resources
Or email: PTAR.Recruiting@agincourtresources.com

Please put the position code & applicant's name (**CC 2201002 - Your Name**) on your application subject

Only shortlisted candidates will be notified for further process