

Public Relations Committee

As the PRC, we manage ESTIEM's social media to share the network's values and achievements clearly and professionally. We work closely with Central and Local Groups to keep the brand consistent and help Local Groups improve their visibility while keeping their own identity. Our goal is to build a strong community and a positive image for ESTIEM.

Mission:

The Public Relations Committee aims to maintain the ESTIEM brand by creating and publicizing the necessary brand materials for this purpose and to support entities and local groups in order to increase the recognition of ESTIEM to its stakeholders.

Unbearable Bear (Brand Guidelines Responsible)

This role ensures the ESTIEM's visual identity in the PRC. Their mission is to ensure that Local Groups and departments respect and correctly apply ESTIEM's Brand Guidelines in their communications. This position is essential for keeping ESTIEM's image consistent and professional across Europe.

Tasks of the Unbearable Bear will include the following:

- Actively searching Local Group Instagram accounts through the official ESTIEM account
- Identifying mistakes related to Brand Guidelines (logos, colours, placements, inappropriate designs or content)
- Messaging Local Groups politely to highlight and explain mistakes, while advising them on correct use
- Reporting to the PRC Leader
- Doing quality control before sending messages to ensure accuracy and politeness

Requirements:

- Good knowledge of **ESTIEM Brand Guidelines**
- Good communication skills and politeness in feedback
- Detail orientation and consistency in reviewing designs
- Willingness to learn more about branding and quality control processes

What will you learn in this position?

- How to apply and enforce ESTIEM Brand Guidelines consistently
- How to communicate feedback in a professional and constructive way
- How to identify and correct branding mistakes across social media
- How to collaborate with PRC Leader, VP of PR, and Local Groups to maintain brand integrity

Duration of the mandate

The mandate will last from 31st July, 2026.

Questions?

If you have any questions or doubts, you can always approach **Türkan Elif Kuntbilek, PRC Leader** through turkan.elif.kuntbilek@estiem.org or +90 5459646755.

Interested?

Please apply by filling out the [Application form](#) and submit your motivational letter in PDF format.

Your motivational letter should include:

- A brief introduction about yourself
- Your experience with ESTIEM so far
- Why you want to join the PRC
- Any experience you have in PR field
- Any experience in editing softwares
- Your design portfolio, if available

Deadline

August 31st, 2025, 23:59 CEST