

Job Description

Job Role	Public Relations Officer
Department	General & Administration Corporate Communication
Report to	CEO
Location	Delhi
Experience Required	3 to 4 Years
Job Purpose	Public Interface / Community Networking
Tags#	#Manageevents #marketresearch #SocialMedia #PR #assistCEO #media
Job Responsibilities	<ul style="list-style-type: none"> • Plan , develop and implement PR strategies • Collate and analyse media coverage • Organise events including press conferences, exhibitions, open days and press tours • Conduct internal communication courses, workshops and media training • Develop, edit and arrange production of newsletters, in-house magazines, pamphlets and brochures • Plan public relations programs including the preparation, cost & budget
Skills Required	<ul style="list-style-type: none"> • Amazing ability to form relationship with clients • Full understanding of media needs and media relationships • Tactical understanding of all primary social media platforms • Excellent communication & interpersonal skills • Proactive, self motivated & a multi-tasker
Education Qualification	Bachelor's or Master's degree <ul style="list-style-type: none"> • Public Relations • Journalism • Mass Communication
Age bracket	23-32
Working Conditions	<ul style="list-style-type: none"> • Should be open to travel • Monday to Friday – working
Other / Special Requirements	Well versed with Social Media Concepts. Thorough understanding of an IT firm