

Job Description

Job Role	Public Relations Officer
Sub Team	General & Administration Corporate Communication
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 with 1st Saturday working
Other / Special Requirements	Well versed with Social Media Concepts. Thorough understanding of an IT firm