

JOB PROFILE

DEPARTMENT / SUB-DEPARTMENT	Private Wealth / Media & Communication
JOB TITLE/DESIGNATION	Assistant Manager – PR
PRIMARY JOB RESPONSIBILITIES	
<ul style="list-style-type: none"> ➤ Responsible for maintaining and nurturing media relations ➤ Organize and oversee PR activities and ensure effective communication with stakeholders, media and the public ➤ Responsible for data collation and coordinating media shows ➤ Responsible for increasing exposure on print publications and it's coordination ➤ Responsible for creating and maintaining a repository of all online shows and publications ➤ Developing media plans to showcase the company objectives & achievements while highlighting the founders as thought leaders ➤ Proactively pitching to key publications (offline & online) to gain media traction & visibility ➤ Maintaining and nurturing media relations with top publications ➤ Schedule monthly calendars and draft long-term plans ➤ Manage a combination of traditional and new-age PR tactics ➤ Ability to self-manage multiple projects and deadlines ➤ Ability to identify and solve problems 	
REPORTING STRUCTURE	
Position reporting to: Head Marketing	
QUALIFICATIONS REQUIRED	
✧ BSc/BA in PR, marketing or similar field	
EXPERIENCE	
✧ 5 – 6 years of experience in public relations with an agency or a corporate (Business background will be an advantage)	
FUNCTIONAL / TECHNICAL & BEHAVIOURAL SKILLS REQUIRED	
<p style="text-align: center;"><u>Functional / Technical Skills</u></p> <ol style="list-style-type: none"> 1. Creative, with a passion for storytelling & brand-building 2. Solid knowledge of social media (Blogs, Facebook, Twitter, etc.) 3. Organized and cool-tempered professional who is able to handle a crisis 4. Highly organized, detail-oriented, and able to multitask 5. Ability to build strong relationships with key people or organizations 6. A creative mind partnered with the ability to find the best practical solutions 7. Good TAT for any task assigned 	<p style="text-align: center;"><u>Behavioral Skills</u></p> <ol style="list-style-type: none"> 1. Excellent communication and presentation skills 2. Comfortable as a public speaker 3. Dedicated & Disciplined 4. Creative Mind 5. Project Management abilities 6. Go-Getter Attitude 7. Team player
AGE GROUP PREFERRED	25 – 30 Years
SALARY RANGE	07 – 10 L PA