

Public Relation Executive (0-3 Yrs)

Job Description

You will be responsible for planned publicity campaigns and bringing new business opportunities. Liaising with clients about budget, timescales, Objectives and answering inquiries from media, client via telephone or e-mails and giving them the best solutions & advice managing client relationship. You have to write and make presentations and explain it to clients. Organizing and attending promotional events such as press conference, tours, and visit. Building relationships with media and analyzing media coverage. Doing media communication to promote a client, providing the client with information about new promotional opportunities and current PR campaigns

Skills

- Excellent communication skills both orally and in writing
- Excellent interpersonal skills
- Good IT skills
- Presentation skills
- Initiative
- Ability to prioritize and plan effectively
- Awareness of different media agendas
- Creativity

Responsibilities

- Devise creative public relations strategies that fit company profile
- Develop effective PR plans using appropriate strategies and tactics
- Organize and coordinate PR activities
- Use a variety of channels (TV, press, internet etc.) to maximize company exposure
- Liaise with marketing professionals to ensure consistency in promoting corporate image
- Arrange for interviews or public speaking events and construct press releases
- Advise the company on handling sensitive public issues to preserve the reputation
- Assess opportunities for sponsorship and other partnership and manage relations
- Analyze results of PR campaigns or efforts and prepare reports
- Proven experience in coordinating and managing effective PR campaigns through various channels

Qualifications

B.tech, BCA, MCA, Mass communication, MBA-Marketing or similar field (IT Graduate & Post Graduate)

Employment Type

Full Time

Industry

IT

Job Location

Jaipur

Working Hours

10:00 AM to 07:00 PM

Base Salary

Rs 120000 - Rs 500000

Valid through

December 19, 2018

Date posted

October 18, 2018