



JOB DESCRIPTION

Inviting applications for the **ROLE** SENIOR MANAGER – PR & Communication

Reports to	CEO
Role Objective	We are seeking a senior PR/Media & Communications Officer to join our team. The candidate will play a pivotal role in creating and disseminating content related to skill development, social impact, livelihoods and CSR. This position offers a unique opportunity to shape public narratives, build networks, and drive positive change in the region.
Responsibilities In this role, you will be responsible for:	<ul style="list-style-type: none"> ▪ Planning, developing and implementing PR strategies for nonprofits ▪ Researching, writing and distributing press releases to targeted media ▪ Nominating company for relevant social-impact/tech awards and representing the company ▪ Facilitate the publication of opinion pieces written by renowned experts and writers in mainstream media. ▪ Travel across 22 Indian States to curate transformational stories in film/stills and ensure coverage in media ▪ Managing and sharing content with users on social media sites ▪ Creating and managing brochures, handouts, direct mail leaflets, promotional videos, photographs, etc. ▪ Distributing information about new promotional opportunities and current PR campaigns progress ▪ Speaking publicly at interviews, press conferences and presentations <p>MAJOR RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Campaign Planning & Coordination: Assist in the planning, execution, and coordination of marketing campaigns, including advertising, email marketing, social media, and other promotional activities. • Event/ Webinar Coordination: Plan and coordinate marketing events, such as thought-leadership speaking slots, webinars, and launches. • Monitor campaign progress for digital/social media: Maintain online media relations and manage digital media camps/ supervise SEO activities, websites, and online rankings of company brand • Leverage company's brand through representation in awards, thought leadership seminars and social impact/CSR platforms • Build a comprehensive database of journalists , with a primary focus on

	<p>education, skills, careers, technology for good and CSR</p> <ul style="list-style-type: none"> • Coordination with internal / external stakeholders: Collaborate closely with all stakeholders to define donor goals, understand their specific needs, maintain the content calendar and develop a comprehensive plan to support their objectives. • Team Management & Leadership: Take the reins in leading and managing a team of creative professionals, fostering their growth and ensuring their collaborative success. • Managing agencies: Supervise designing agencies, SEO and outsourced firms aligning with company brand needs <ul style="list-style-type: none"> • Reporting to Leadership: Provide regular reports and updates to senior management on the progress and results of marketing campaigns.
Desired profile	<ul style="list-style-type: none"> ▪ Proven experience in brand strategy development and advertising. ▪ Proficiency in utilizing marketing and latest designing tools/software. ▪ Preferred 12+ years of experience managing / coordinating a team of creative professionals. ▪ A Bachelor's/Master's degree in Communications, Marketing, Advertising, or a relevant field

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