



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Requires

Assistant Manager - Public Relations

The Assistant Manager – Public Relations will assist Communications Department in all Public Relations related activities of the Institute. He/she will help in increasing the visibility and ensure a strong brand positioning of IIMA through media and social media. Will support in external and internal communication at the Institute and support the communications needs of various stakeholders.

Job Description

The responsibilities include but are not limited to

I) Work on PR and media related activities for IIMA's visibility

- Will be in touch with various departments, Centres, faculty, students, alumni to identify news/ story/ event opportunities
- Will pitch news stories in the media and coordinate all PR activities. Writing story pitches and background notes
- Follow trends in the media and accordingly leverage opportunities for IIMA
- To follow-up with various stakeholders on their contributions to PR with regard to quotes, articles, etc.
- Work on dissemination of press releases, inviting media for conferences, organizing interviews, publishing authored articles , research, showcasing student and alumni success etc. in the media
- Helping the HOD in implementing the communications plans.
- Create monthly plans for media and social media visibility
- Interacting with national and local media to generate positive and continuous media visibility for the Institute
- Will keep the media databases (local, national and international) updated with reviews every 4 months.
- Will leverage media contacts and build new contacts with relevant media persons across national media publications – print, TV and online.
- Will meet local media regularly, to maintain a cordial relationship between the local media and the institute.
- Will be in regular touch with media from other cities to keep them informed of the developments at IIMA and look for IIMA's participation in national news opportunities
- Will manage the 'IIMA News' blog and update it daily with important news coverages whenever IIMA is mentioned.
- Will help organize all press conferences/ other events at IIMA from a media, social media and brand perspective and coordinate with relevant stakeholders on getting things arranged.

- Develop special media information kits for high profile guests/ visitors

II) Maintain IIMA's visibility through its website and social media platforms

- Maintain the PR site of IIMA by uploading news, views, columns, student activities, etc. on a daily basis under the guidance of Assistant General Manager, Communications.
- Keep in touch with students and the alumni and profile students and alumni regularly and write about their achievements, vision, and any unique contribution through PR blog of IIMA.
- Upload posts of social media platforms – Facebook, Twitter, LinkedIn and Instagram with all news related content
- Create and run special campaigns to popularize various achievements/news-worthy initiatives of various stakeholders of IIMA
- Support the creation of the e-magazine on Happenings at IIMA on the PR site which collates everything; from press releases, to conferences, to programs and events.

III) Content writing, and MIS

- Drafting responses to media queries on behalf of the Institute and its spokespeople
- Developing press briefing notes and possible Q & A's for the official spokespersons
- Writing Press Releases, pitch notes, support in writing speeches, articles etc.
- Writing social media posts and content for news section of website
- Share news with internal stakeholders
- Track news on Institute, competition, spokespeople and peers
- Analyze coverage on the institute, competition in media and social media.
- Submit monthly work reports, media reports and social media reports

Qualification, Experience & Skill Requirements:

- Post Graduate in Mass Communication/ Journalism/ Marketing and other relevant discipline
- Should have worked at least for 3-5 years with any organization, PR agency, and national mainline / business English media publication as a sub editor or a reporter.
- Excellent communication skills – written and verbal, including public speaking and making presentations
- Excellent inter personal and networking skills
- Good understanding of various social media platforms
- Event planning experience and branding support
- Strong Content writing and editing skills including writing for media, social media, internal and external communication material
- Outstanding organizational and time management skills
- Self-driven and entrepreneurial
- Creative with an eye for detail
- Goal oriented with the ability to deliver even in short turnaround situations
- Team player

Age: Max. 35 years as on the last date of application.

Salary & Allowances:

- Selected candidate will be offered a fixed term appointment for a period of three years on a consolidated monthly salary on CTC mode, which may be extended at the end of three years, if found satisfactory.

Candidates are advised to **APPLY ONLINE ONLY** latest by **January 27, 2021**

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