

Greetings from Mediagraphixpr!

We are now hiring **PR Executives!**

About Us:

MediagraphixPR was founded in 2000 by Neena Gulati, a senior Public Relations (PR) professional, with more than two decades of experience.

At MediagraphixPR, we believe in providing top-notch PR solutions to every brand we associate with, which help our clients create a robust brand presence, carve out distinctive positions, and stay ahead in their respective markets. We drive innovative content and results-oriented PR campaigns that help increase their market visibility and amplify their uniqueness, whether they are planning to attract more investments or looking for business growth in the long run.

Website: www.mediagraphixpr.in

Job Title: PR Executive

Experience: 2 - 4 years of PR Agency only

Location: Delhi/Bangalore/Mumbai

Job Type: Remote

Joining: Immediate

Where to apply: hr@mediagraphixpr.in, aishwarya@mediagraphixpr.in

Job Brief:

The PR Executive will have to take ownership of client accounts, and build, execute, track, and monitor the PR strategies and tactics. The scope of work would also involve writing press releases, pitching PR ideas to journalists, securing opportunities, and leading a team of other PR professionals.

Roles & Responsibilities:

- Drafting Public Relations documents such as press releases, client servicing, business writing, feature articles, proposals, pitch letters, etc.
- Media relations management - building and maintaining regular contact with journalists, editors, industry key opinion leaders, and influencers
- Should have active involvement on social media platforms and WhatsApp groups
- Creating PR strategies for clients, with goals and budget
- Daily reports, updates, and quarterly reviews
- Maintaining databases and coordinating on all Public Relations activities
- Coming up with ideas and angles for media stories for clients
- Collating, analyzing, and evaluating media coverage
- Analyzing and reporting on the results of PR campaigns & initiatives
- Craft and pitch brand stories, across a range of platforms, to promote company presence and improve engagement
- Develop talking points for management and employees, as required

- Seek opportunities for sponsorship and advertising
- Assist with crisis communication as required

Preferred Skills:

- Professional degree in Public Relations, Journalism, or related fields.
- Excellent written and verbal communication skills.
- Deadline-oriented approach and creative thinking skills.
- Proven work experience in Public Relations.
- Ability to work in a team as well as independently.
- Must have knowledge and experience with the media universe on Art, Culture, Music, Technology, Health, Start-ups, Fashion, Luxury, Lifestyle, and Beauty.