

Greetings!

We are hiring for a **PR Manager!**

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 Manager

Experience: 4 - 5 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 Manager has to coordinate all public relations activities and develop a marketing communications plan, including strategy, goals, budget, and tactics. They would have to develop the media relations strategy, and consistently secure high-level placements in print, broadcast, and online media.

Roles & Responsibilities:

- Develop and implement strategic PR programs to achieve significant increases in brand awareness
- Cultivate relationships with key business journalists in national and trade publications
- Designing and writing presentations, press releases, media kits, articles, leaflets, in-house journals, and publicity brochures, along with creating promotional videos, when required.
- Developing and executing effective PR plans by translating the brand's vision and key messages into media concepts and compelling stories.
- Leveraging a variety of media channels to maximize the brand exposure through interviews, editorials, etc.
- Building strong and positive relationships with media, influencers, and other related parties.
- Developing and editing news releases, speeches, articles, and other editorial collateral.
- Analyzing and reporting on the results of PR campaigns & initiative

Preferred Skills:

- 4 –5 years of experience in a PR agency.
- Experience of handling a team of 3-4 members.
- Professional degree in Public Relations, Journalism, or related fields.
- Excellent written & 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.
- Proven track record designing and executing successful public relations campaigns at both a local and national level.
- Strong relationships with both local and national business and industry media outlets.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.