



Requires

Assistant Manager - Public Relations & Content Development

The Assistant Manager – Public Relations & Content Development will assist in the creation and execution of public relations strategies and content initiatives that enhance the Institute’s brand image and reputation. This role involves collaborating with internal teams and external partners to generate compelling content, manage media relations, and drive effective communication campaigns. The candidate should possess excellent writing and research skills with a fervent interest in the field of communications.

Job Description:

I) Public Relations and media related activities

- Develop and write press releases, press briefing notes, responses to media queries on behalf of the Institute and its official spokespersons.
- Follow trends in the media and accordingly leverage opportunities for IIMA.
- 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, and showcasing student and alumni success etc. in the media.
- Create monthly plans for media and social media visibility and help the HOD in implementing the communications plans.
- Leverage media contacts, build new relevant contacts across national and local print, electronic, and online media.
- Meet/interact with local and national media regularly to maintain a cordial relationship, keep them informed of the developments at IIMA, look for IIMA’s participation in national news opportunities, and generate a positive and continuous media visibility for the Institute.
- Regularly track and document news coverage on the Institute, leadership, competition, and spokespersons in coordination with the concerned persons and share it with internal stakeholders.
- Manage the ‘IIMA News’ blog and update it daily with important news coverage on IIMA.
- Keep the media databases (local, national, and international) updated with reviews.
- Develop information kits for high profile guests/ visitors.

II) Content Development for various communication requirements

- Write high-quality content for brochures, speeches, articles, newsletters, blog posts, video or podcast scripts etc. to represent and strengthen IIMA’s brand voice to attract and engage the right audience.

- Collaborate with various departments, centres, faculty, students, alumni to source and collate relevant data and information for content development.
- Contribute to creating SEO-optimized content for webpages and social media when needed.
- Write and edit original, creative, and quality content for various requirements in different writing styles.
- Work with faculty members and research scholars to distill key findings and insights from research papers and present it into accessible content.
- Submit monthly work reports, media reports, and social media reports.

III) 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 Manager - Communications.
- Collaborate with students and the alumni and profile students and alumni regularly and write / run campaigns about their achievements, vision, and any unique contribution through PR blog of IIMA.
- Upload posts on social media platforms – Facebook, Twitter, LinkedIn, and Instagram etc. as and when required.
- Support the creation of the e-magazine on Happenings at IIMA on the PR site which collates press releases, conferences, programs, and events.

Qualification, Experience & Skill Requirements:

- Postgraduate in Mass Communication/ Journalism/ Public Relations/ Marketing or related fields.
- Minimum 5 years of relevant experience in an organization or PR agency or mainline/business media publication.
- Exceptional writing, editing, and proofreading skills.
- Strong understanding of media relations and social media platforms.
- Excellent communication and interpersonal skills.
- Ability to manage multiple projects and meet tight deadlines.
- Proficient in using PR and content management software, as well as Microsoft Office Suite.

Age: Maximum 35 years as on the last date of application. The Institute provides age relaxation as per GOI rules. Additional 5 years' age relaxation is given to women candidates.

Salary & Allowances: Selected candidates will be offered an appointment on a Tenure Based Scaled Contract for a fixed term of three years, which may be extended for a further period as required. Based on the experience and qualification, the selected candidate will be placed in Pay Level 6 under the pay matrix of 7th Central Pay Commission. Besides the salary as per the 7th CPC, the Institute offers other benefits which are at par with the permanent employees.

Candidates are advised to **APPLY ONLINE ONLY** latest by **June 26, 2024**.

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