

JOB DESCRIPTION

1. JOB DETAILS:

Job Title: Public Relations & Communications Lead

Area: Marketing / Outreach

2. JOB PURPOSE:

To lead the PR function at Jio Institute to achieve the objectives w.r.t. Share of Voice, Execution to Plan adherence, SEO , Reputation, Media Relations

3. KEY ACCOUNTABILITIES:

Description

Strategy & Planning

- Build & Continuously Refine PR Strategy to Effectively position Jio Institute's Programmes.
- Develop & drive annual multi-channel, integrated, strategic communications plan.
- Acquire key segment insights of both Enterprise Customers & Individual Learners across priority Industry Verticals to build segment specific PR strategy.

Jio Institute Brand Positioning with PR and Content Marketing

- Use PR and Content Marketing to position Jio Institute as the most trusted ally of the Industry to develop future skills, talent & the most effective capability arsenal for working professionals to continuously remain relevant & grow in their respective careers.

Media & Influencer Engagement & Relationship

- Manage media relations and develop contacts with key media & influencers to grow the Share of Voice for Jio Institute in the higher education space.

Drive the Execution of a Multi-Channel PR & Content Marketing Strategy

- The role holder would have responsibility to effectively execute PR activities as per agreed plans. This would range from Press Releases, Events, Conferences, articles, blogs, podcasts & press interviews across traditional & new age digital and social platforms

Vendor Management

- Will have to work with globally reputed Media and Public Relation agencies to

execute its marketing and PR plans. The role holder is expected to lead and manage these strategic vendors so that they deliver as per requirements and within budgets.

Alumni Relationship Engineering to Amplify Jio Institute's Voice

Jio Institute has commenced its PGP courses with a batch size of 120 students. Going forward the role holder needs to build an ecosystem to nurture alumni relationship and engineer a strategy to amplify the Institute's message through the alumni.

4. COMMUNICATIONS & WORKING RELATIONSHIPS:

Internal:

- Leadership
- Faculty

External:

- Media
- PR Agency
- Students
- Alumni

5. QUALIFICATIONS, EXPERIENCE & SKILLS:

Minimum Qualifications:

- MBA from a premier institute with specialization in PR/Marketing/Mass Communications/ or a Post Graduate in Mass Communications field

Minimum Experience:

- At least 8-10 years of experience with exposure to PR and communications role for a reputed brand

Job-Specific Knowledge & Skills:

- Knowledge of media relations, external communication, branding, social media, etc.
- Communicating with Impact
- Relationship Management skills
- Collaborating & working with Leadership