

16th April, 2016



## TRAINING AND PLACEMENT CENTRE, MAC

### Sociowash Recruitment Drive

Sociowash has offered placement opportunity for **final year students of B.A (H) Journalism.**

Sociowash are looking for smart and quick witted graduates looking for an enriching and challenging role as a Senior/ Public Relation Executive with a growing marketing agency (startup).

Job Title	Package
Senior/ Public Relation Executive	2.4 LPA - 4.8 LPA (Dependent of experience , with special emphasis on Organic PR and Marketing Industry experience )

As part of our team, you will work on meaningful and impactful projects as well as connect with others and engage in professional development activities supplemental to the job.

**Prior Experience - Looking for prior internship experience with an agency (mandatory).**

**Reports to-** Senior Marketing Consultant

#### **Responsibilities:**

- Develop media relations strategy, seeking high-level placements in print and online media

- Coordinate all public relations activities
- Maintain relations with media houses and influencers across the digital platform for purposes of trending activities, influencer marketing, natives and media buying
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

**Purpose:**

The person will directly report to the *Digital Marketing Head* and ideally should have working knowledge of new and existing digital media trends. The person must be able to nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.

**Key Responsibilities:**

- Work with agency principal and clients on strategic positioning and planning
- Guide clients in branding, positioning and marketing implementation
- Write media plans including strategic analysis, competition, positioning, messaging, tactics and budget
- Research industries and markets to identify growth opportunities for clients
- Write brand stories, positioning statements and brand messaging statements

**Skills and Knowledge:**

- Demonstrate a thorough understanding of business and strategic marketing and public relations
- Strong strategic thinking, consulting skills and ability to keep client projects on plan and on budget
- Strong, demonstrated understanding of client service
- Excellent communication skills, both written and verbal and should be able to communicate at all levels of an organization
- Professional approach to time, costs and deadlines

Interested students can send their CVs on the following ID latest by **Tuesday 19<sup>th</sup> April 2016, 2pm.** ([placement@mac.du.ac.in](mailto:placement@mac.du.ac.in)) (Note:- **Students are required to mention the company name as the subject of their mail**)

The recruitment process would comprise of a CV screening followed by a telephonic interview. The students then selected would be called for an interview at the Sociowash office.

Students will be required to give an undertaking that if they are selected, they will have to join the company, otherwise they will be debarred from all the further placement processes. It is their responsibility to inform their parents accordingly.

For queries, mail us at [placement@mac.du.ac.in](mailto:placement@mac.du.ac.in) or whatsapp at 9999493137.

Dr. Anshul Taneja  
(Nodal Officer)

Dr. Niraj Kumar  
(Co- Nodal officer)