PUBLIC RELATIONS (PR) MANAGER

Job Ref. No: #JDMPR1108

2023 - 2024

- **Company Name** : Moris Media Private Limited
- **Designation** : Public Relations (Pr) Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : ₹ 30,000 - ₹ 90,000

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

The **Public Relations (PR) Manager,** will be responsible for developing and implementing comprehensive PR strategies for both clients and the company itself. The role involves conducting research, crafting engaging PR campaigns, managing crisis situations, and maintaining a positive brand image. The PR Manager will collaborate with various teams to ensure cohesive messaging and integrated communications.

Primary Responsibilities

- Develop and execute effective PR strategies for clients and the company, aligning them with their respective goals and objectives.
- Conduct thorough research and analysis to identify target audiences, industry trends, and competitor activities.
- Create impactful PR campaigns to enhance clients' personal PR reputation and promote a positive brand image.
- Handle crisis situations by developing crisis management plans and ensuring timely communication to stakeholders.
- Manage public opinion and petitions in India, utilizing strategic communication to address concerns and maintain a positive perception.
- Craft compelling press releases that effectively convey key messages and generate media coverage.
- Coordinate and execute successful product launch PR campaigns, maximizing exposure and ensuring a positive reception.
- Stay updated on industry news and trends, adapting PR strategies to maintain a competitive edge.
- Monitor and measure the effectiveness of PR efforts, providing regular reports and suggesting improvements.
- Collaborate with cross-functional teams, including marketing, social media, and executive leadership, to ensure consistent messaging and integrated communication strategies.

Required Skills

- Excellent written and verbal communication skills.
- Strong understanding of public relations principles and practices.
- Ability to create compelling and engaging PR campaigns.
- Crisis management and strategic communication skills.
- Proficiency in crafting effective press releases.
- Knowledge of industry trends and the media landscape.
- Analytical skills to monitor and measure PR effectiveness.
- Collaborative mindset for working with cross-functional teams.
- Adaptability to changing industry dynamics and communication platforms.

Qualifications & Experience

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or a related field.

- Proven experience of 2-3 years in public relations or related roles.
- Demonstrated success in creating and implementing PR strategies.
- Strong portfolio showcasing successful PR campaigns and press releases.
- Familiarity with the Indian market and public sentiment is a plus.
- Proficiency in using PR tools and platforms for monitoring and reporting.

In this role, the **PR Manager** will play a crucial role in shaping the reputation of both clients and the company by effectively managing communication strategies and maintaining a positive brand image. The ability to adapt to different situations, work remotely, and collaborate with diverse teams will be essential for success in this role.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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