

Job description

Panache Designs Studio, a leading Interior design studio based in Powai , Mumbai is looking for **Manager- Public Relations (PR) & Collaboration** , will be responsible for developing and implementing comprehensive PR & Collab strategies for **Panache Designs Studio**.

The role involves conducting research, crafting engaging PR campaigns, connecting with all media publication (Offline & Online), Manage Digital contact and engagement, managing crisis situations, and maintaining a positive brand image.

The PR Manager will also collaborate with various brands and events to increase brand image and public communications.

- Develop and execute effective PR strategies for Panache Designs Studio, 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 our PR reputation and promote a positive brand image.
- Handle crisis situations by developing crisis management plans and ensuring timely communication to stakeholders.
- 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.
- 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 Panache Designs Studio 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.

- 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.

Website : www.panachedesigns.in

Role: Public Relations

Industry Type: Interior Designing

Department: Marketing & Communication

Employment Type: Full Time, Permanent

Role Category: Corporate Communication

Education

UG: Any Graduate

PG: Any Postgraduate

Job Types: Full-time, Permanent

Salary: ₹400,000.00 - ₹650,000.00 per year

Benefits:

- Cell phone reimbursement
- Commuter assistance
- Health insurance

Work Location: Powai, Mumbai

Email : Careers@panachedesigns.in