

JOB DESCRIPTION – PR

UNIT	R K SWAMY MEDIA GROUP
JOB DESIGNATION	Sr. Account Executive/Account Manager
REPORTING TO	HEAD PR
PRIMARY JOB RESPONSIBILITIES AND REQUIREMENTS	
Principal duties, activities and responsibilities for the position	
<ul style="list-style-type: none"> • Manage existing portfolio of accounts, ensuring high level of client satisfaction. • Develop a deep understanding of client business and industry trends. • Plan and execute content for communications strategies – PR, social media marketing, owned and earned content. • Work strategically to ensure coordinated coverage. • Build and cultivate a network of media and influencer relationships. • Conduct media briefings for interviews and story pitching. • Develop media monitoring and media coverage reports – analyse and value coverage pieces. • Develop new business proposals and be involved in pitching. • Act as point of contact for clients on day-to-day activities e.g. reviewing, securing approvals and monitoring work progress. • Immerse yourself in all things media – from the latest movers to monitoring the daily news agenda, analysing how outlets are covering key trends, developing media relationships and everything in between. 	
<ul style="list-style-type: none"> • Experience in managing multiple accounts having worked in the PR/integrated communications industry for 3-4 years. • Fostered strong relations with the media which you can rely on. • Ability to work independently, take initiative, be organized, and manage your priorities while delivering high-quality work. • Great presentation & communication skills and adept with the written word. • The daring to work in an ever-changing, fast-paced and dynamic workplace. 	
MINIMUM QUALIFICATION/S REQUIRED	Graduate
EXPERIENCE REQUIRED (IN YEARS)	3-4 Years Experience
WORK WEEK	Monday – Friday (Onsite)