

Profile: Corporate Communications (Female preference)

Required Exp: 1-2 Years/Freshers

Location: 2 for Noida & 2 for Mumbai

Qualifications: Mass Communication or equivalent

Job Description:

- Collaborates with executive leadership and board of directors to develop the corporate marketing and communication strategy
- Develops and implements a communications strategy for the corporation that builds and maintains a positive corporate brand.
- Develops and maintains positive professional relationships with various members of the media and journalists.
- Assists executive leadership in developing presentations, speeches, and other important corporate messages.
- Develops, composes, distributes, and implements policies to enhance the efficiency of the communications department and to further develop the building and maintaining of a positive corporate brand.
- Create, improve and maintain content for marketing collaterals & other touch points (online, social media, videos, interviews, emailer)
- Design, create and manage promotions and social media campaigns
- Work closely with Business Managers to understand business objectives clearly and help build a roadmap for content, short and long term
- Liaison with internal design team and external partners/vendors to ensure that content is complete, exhaustive and accurate across all company platforms
- Drafting of press release, media articles, letters aligned with business
- Drafting of speech, white paper, presentations for Leadership
- Ensure all content is consistent in terms of intent, style, quality and tone of voice, and optimized for search and user experience for all channels of communication
- Evaluate and share best practices from industry competitors
- Understanding of Journalism and New Media. Comply with media and industry guidelines
- Ensure that all content is accurate and plagiarism free

Key Skills & Background:

- Versatile Candidate with Extra ordinary Fluent English Both Oral and Written.
- He/She should adept in writing articles, news, blogs, website content, press releases, social writing etc.
- Ability to successfully translate technical terms into fluid writing. Ability to work under tight timeframes. With a passion and commitment for writing flawless and attention-grabbing content.