

PR Associate-Reputed Digital PR Industry-Bangalore, Bengaluru, Karnataka, India-4 Lakhs-Vandana

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Company: Seven Consultancy

Location: Bengaluru

Category: business-and-financial-operations

JOB DETAILS

1. Monitor media coverage and assist in the formation of a positive public narrative surrounding company.
2. Develop a strong social media presence and manage all internet marketing efforts
3. Maintain positive working relationship with media members.
4. Write and distribute press releases and other articles about the company
5. Develop PR campaigns and media relations strategies
6. Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
7. Edit and update promotional material and publications (brochures, videos, social media posts etc.)
8. Prepare and distribute press releases
9. Organize PR events (e.g. open days, press conferences) and serve as the company's spokesperson

FUNCTIONAL AREA

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