



DIVYASAMPARK iHUB ROORKEE FOR DEVICES MATERIALS AND TECHNOLOGY FOUNDATION

Ref. No.- 2022/TIH-IITR/410

Date – 12.08.2022

Advertisement for the post of Public Relations Manager

Applications are invited from Indian Nationals for the position as per the details given below:

- Position: **Public Relations Manager**
- No. of Vacancy: **01**
- Location: **Roorkee, Uttarakhand or Greater Noida**
- Company: **Divyasampark iHub Roorkee for Devices Materials and Technology Foundation (A Section 8 – Non-profit Company)**

QUALIFICATIONS:

- Candidate should have a bachelor's degree or above preferably in the field of Mass Communications with 02-03 years of experience.
- Or diploma course in PR and Marketing with 05 years of experience.
- Higher degree in digital marketing would be plus.

JOB DESCRIPTION:

- Good competence in marketing, channel, branding and strategy.
- Energetic, out of the box thinker, action and results-oriented
- Excellent communications and interpersonal skills
- Highly organized, time management and multitasking ability
- Excellent organisational and time management skills with the ability to multitask
- Creativity, imagination and initiative
- Build strong relationships and networks with colleagues, clients and the media and answer enquiries from the media and other organisation.
- The ability to think strategically, for planning successful PR campaigns
- Run social media campaigns for good branding.
- Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities and branding.
- Research, write and distribute press releases to targeted media as per the requirement.
- Collate and analyse media coverage
- Write, design and edit in-house magazines, newsletters, pamphlets, articles and annual reports
- Prepare brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Maintain and update information on the organisation's website



- Manage and update information and engage with users on social media sites such as Twitter and Facebook
- Prepare regular client reports and attend client meeting
- undertake research for new proposals, branding and present them to potential new clients
- Foster good community relations through events such as open days and through involvement in community initiatives
- Manage the PR aspect of a potential crisis situation.

RELEVANT EXPERIENCE:

- Experience in Digital marketing, Public Relation and Team Leader is a plus & will be given priority.
- Business awareness and a good knowledge of marketing.
- Excellent interpersonal and communication skills, including effective writing skills
- Tactical understanding of all primary social media platforms.
- A wide degree of creativity and latitude.
- Be proactive, reliable, responsible and accurate with an attention to detail.
- Possess the ability to keep information confidential.
- Must possess excellent organizational and planning skills.
- Must be a confident communicator and presenter.
- Must possess excellent verbal and written communication skills.
- Self-motivated with a positive and professional approach to management.

PERSONAL CHARACTERISTICS & BEHAVIOURS:

- Good communicator and interpersonal skills.
 - The capacity to prioritise tasks and projects effectively.
 - Should be a team player.
 - Flexibility, determination, enthusiasm and the ability to cope under pressure
 - Ability to work in cross functional team.
 - Analytical bent of Mind.
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- Salary as per non-government organization market norms.
 - Candidates before appearing for the interview shall ensure that they are eligible for the position they intend to apply.



iHUB DivyaSampark

Divyasampark iHUB Roorkee for Devices Materials and Technology Foundation
A section-8 Company established by Government of India (DST) and IIT Roorkee
under National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS).
CIN No.-U73200UR2020NPL011644

- Candidates should apply by filling up the below google form: -
<https://forms.gle/ZdLTu5kgrxiFSvAK7>
- Last Date to Apply- **15 September 2022.**

****Please note that application received after the last date will not be considered.**

- After shortlisting, candidates will be called for the **Interview that can be online, offline or both.**
- Candidates, appearing for **Interview**, should bring the following documents:
 - Cover letter with detailed CV including chronological discipline of degrees/certificates obtained.
 - Experience including research, industrial field and others.
 - Proof of last salary drawn.
 - Please note that no TA/DA is admissible for attending the interview.

Tel: 01332285050

the innovation hub

Authorized Signatory

Manish Anand

Manish Anand
Chief Executive Officer
iHUB DivyaSampark

