

## **JOB DESCRIPTION OF PR EXECUTIVE**

- To work in close collaboration with the Assistant Manager so that all the tasks are well coordinated and completed in time
- Networking; Establish and maintain effective relationships with journalists, and maintain a media database
- Maintaining the organization's media list and updating it regularly
- Phone or email journalists to try to interest them in the organisation's press releases and feature ideas
- Pitching stories to English and Vernacular media
- Attending Press meets, conferences as per the need
- Maintain records of media coverage and collate analytics and metrics
- Media Research and finding new experts /Guest and Influencer management
- Attend and cover events as applicable
- Support in drafting, and editing written materials, media and communication plans, and content as needed for partner, program, and communications teams as and when required
- Write press releases and article as and when required
- Other projects and duties as assigned.

Please share your resume at: [contact@pmspl.net.in](mailto:contact@pmspl.net.in)