

- Initiate and maintain regular communication with journalists to secure interviews, features, and speaking opportunities.
- **Speaking Engagements:**
 - Work closely with the Associate Director to identify and secure high-value speaking opportunities such as TED Talks, state visits, university forums, and international summits.
 - Handle additional duties and special projects related to communications and public relations as assigned.

Key Requirements:

- Bachelor's/Master's degree in Communications, Journalism, Public Relations, or a related field.
- 7+ years of experience in PR, media relations, or journalism, preferably in the development/social sector.
- Strong media contacts across national and regional outlets.
- Proven ability to conceptualize and pitch compelling narratives.
- Comfortable working in a fast-paced, collaborative environment.
- High degree of professionalism, discretion, and cultural sensitivity.

Job Title: Public Relations officers

Department: Communications

Reporting To: Manager – Public Relations

Job Summary:

We are seeking a dynamic and well-connected Public Relations Officer to lead strategic media outreach and storytelling initiatives that enhance our organization's visibility and reputation. The ideal candidate will have strong editorial contacts, excellent communication skills, and a passion for using media to drive social impact.

Key Responsibilities:

• Media Outreach & Placement:

- Build and sustain strong editorial relationships across print, digital, and broadcast platforms—both English, International and vernacular media.
- Proactively pitch stories, articles, and op-eds for placement in mainstream and regional publications.
- Engage with foreign correspondents based in India for global media coverage.
- Ensure regular and high-impact media coverage for the organization's work and leadership.