



## PR/108940 | Public Relations Specialist

### Job Information

**Recruiter**
[JAC Recruitment India](#)
**Job ID**

1515399

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

India

**Salary**

Negotiable, based on experience

**Refreshed**

February 11th, 2025 05:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

**Position: Public Relations Specialist**
**Location : Bangalore office / Near MG road metro station**
**Age: Below 40 years old.**
**Gender: Female is preferred**
**Requirement: consumer goods industry over 7 years.**
**Job Responsibility:**
**1. Brand Management:**

- Craft and maintain a positive public image for the brand.
- Develop and implement PR strategies that align with marketing goals.
- Monitor public and media perceptions of the brand.

**2. Event Management:**

- Plan and execute PR events, product launches, and press conferences.
- (PR events are held around 7 times a year in different city of India, so business trip is a necessity.)
- Coordinate logistics and manage event budgets.

**3. Market Research:**

- Conduct research to understand consumer behavior and market trends.

- Analyze PR campaign performance and provide insights for improvement.

**4. Content Creation:**

- Write and edit press releases, articles, catalogues, and EC site content.
- Collaborate with person in charge of EC and creative teams to produce engaging content.

**Others:**

- Good communication skills, Good conversational skills, and Humble.
- Must be willing to multi-task.

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Company Description