



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

January 14th, 2025 10:30

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.

Company Description