



PR/108940 | Public Relations Specialist

募集職種

人材紹介会社

ジェイエイシーリクルートメントインド

求人ID

1515399

業種

小売

雇用形態

正社員

勤務地

インド

給与

経験考慮の上、応相談

更新日

2025年01月14日 10:30

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

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.

会社説明