

**Role** : **Manager - PR**  
**Department** : **Public Relations**  
**Qualification** : **Graduate, Masters will be preferred**  
**Experience** : **8-10 years**

**Broad Responsibilities:**

1. Your job profile involves interacting with the PR agency of the Institute, to ensure that all events and achievements get necessary media coverage.
2. You will be involved in keeping a tab on news and look for any developments which may directly or otherwise concern or affect the Institute.
3. You would be involved to look for programs, projects, awards or any other newsworthy happening in the campus and promote them among media after articulating them in a way that gets media/public attention.
4. You will prepare press releases/ write ups for events and circulate it among the parties concerned. Reaching out to the journos, media persons and get them to cover the events and ensure that it goes to the press.
5. You will be responsible to consistently promote and communicate the activities, success stories and any newsworthy happenings, events to the public through writing and photos in order to maintain a positive visibility among the stakeholders, the academia and the general public.
6. You would be involved to foster a growth of the Institute which may translate into more students, better rankings, good placements and a high pedestal in the field of higher studies particularly among B Schools.
7. Collation of information and data for various B-School Ranking surveys which are conducted throughout the year by various magazines and research agencies, nationally. Similarly for submission of information/data for awards/Ranking organized by Government & Industrial Bodies.
8. Maintain and update Information in e-format for various parameters required for surveys and rankings, support various accreditation and recognition activities e.g. NBA, UGC and others from time to time
9. Provide support to activities which take place in the institute which might require the first hand data collected for surveys and rankings.
10. Academic Coordination for the incoming International exchange students during their Trimester/Semester. Which includes helping them out in their course and subject selection, preparing their transcripts/final results in coordination with exam department and other support and coordination during their stay.
11. Also assist the team in 'Destination India program' which is hosted in the institute for participants from International Universities.
12. You are expected to offer your services if required on Sundays/holidays, for which compensatory off would be considered as discussed at the time of the interview.
13. Other responsibilities may be added as and when required during the course of the year.