

## Post: Dy. Manager/ Asstt. Manager – Corporate Communication

<b>Nature of Job</b>	3 years Fixed Term Employment. Can be considered for extension or regular employment subject to performance evaluation.
<b>Employment Terms &amp; Remuneration</b>	Dy. Manager: Scale (Rs.): 47,600-1,51,100* Asstt. Manager: Scale (Rs.): 44,900-1,42,400* All other benefits would be as per SCOPE Policy and Rules. *(CDA Pattern)
<b>Position</b>	The position offered can be at grades higher or lower on the basis of qualification, experience and suitability of the candidate.

<b>Qualification</b>	Post Graduate in Marketing/ Mass Communications. (Full Time from reputed and recognised Institute)
<b>Experience</b>	6+ years for Dy. Manager & 4+ years for Asstt. Manager in Corporate Communication or similar role/function.

### Job Context

Incumbent will be responsible for overseeing communications to the media, including preparing articles, press kits, press releases, and other content initiatives, thereby cultivating and managing relationships with media representatives. The incumbent would build and foster relationships with key stakeholders across traditional and online media channels, establish and implement strategic communication plans; and develop, write and/or approve messaging for press releases and pitches, talking points, social media accounts, speeches, media statements, op-eds, letters to the editor, etc.

Other responsibilities would include positioning SCOPE as subject matter experts, monitoring & tracking media coverage, organizing media briefings & press conferences, and serving as official company spokesperson.

The incumbent would also be responsible for publishing periodic SCOPE's magazines – Kaleidoscope, E-connect etc. Other facets of the job include relaying information/news to senior management, crisis management and development of social media footprint.

## Job Description:

- Responsible for media, including preparing articles, press kits, press releases and other content initiatives, thereby cultivating and managing relationships with media representatives.
- Develop a proactive media strategy to enable Media coverage to promote SCOPE's profile and market presence, continuing to strengthen the brand. Events/publication of articles/interview in newspapers/electronic media.
- Manage day to day media relations/media requests for brand and corporate issues.
- Liaise to ensure all press releases, announcements and media initiatives are within the legal and regulatory parameters.
- Develop content and publish monthly SCOPE's magazine KALEIDOSCOPE and E-connect(monthly digital magazine).
- Preparation of Draft Agenda for Executive Board Meetings/AGM.
- Supporting in image building initiatives through write-ups, article, policy papers, presentation, talking points for various functions, messages etc.
- Support in design and or content for all publications: Annual Diaries, Calendars, Publicity Material, Annual Reports, Souvenirs, and Books etc.
- Responsible for creating the script and content, along with timely delivery of videos.
- Initiating, managing and delivering a corporate communications strategy to develop the organization's reputation, brand and relationships, ensuring we have a clear identity and high level of goodwill and understanding amongst the various stakeholder groups and wider audience.
- Develop a proactive media strategy, engaging national/regional/local media channels including branding, marketing, PR and external relations, online, multimedia, events and publications. Ensuring a unified and on target message across all media channels.
- Develop and implement online communications strategy ensuring alignment with internal communications strategy and day-to-day content development strategy.
- Support in SCOPE Awards.
- Assisting work related to Public Sector Day Celebrations, Forum of Women in Public Sectors.
- Should work independently on MS Office with expert proficiency in MS Word, Excel and Presentations.

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