

Position : **Public Relations and Media Liaison**

Location: **Kolkata**

Employment Type: Full-time

### **Job Summary:**

The Public Relations and Media Liaison for the Digital Outreach and Citizen Engagement Project will be responsible for enhancing communication between the organization and the public. This role involves developing and executing public relations strategies to promote the project and increase citizen engagement. The position requires strong interaction with media representatives, stakeholders, and community members to effectively relay project objectives and updates.

### **Key Responsibilities:**

- Media Relations Establish and maintain strong relationships with journalists, media outlets, and influencers to secure coverage of the project and highlight its importance for community engagement.
- Content Development: Draft and distribute press releases, media advisories, and briefing materials to communicate key project messages and updates to the public and media.
- Event Coordination: Organize and support events, workshops, and forums that promote citizen engagement, ensuring that they are effectively communicated to the target audience.
- Public Relations Campaigns: Develop and implement targeted public relations campaigns to raise awareness of the project and its objectives, using traditional media outreach and community engagement strategies.
- Crisis Communication: Assist in developing crisis communication plans to address potential challenges or negative perceptions related to the project.
- Monitoring and Reporting: Track media coverage and public sentiment regarding the project; prepare detailed reports and analyses for management and stakeholders, incorporating insights and recommendations for future initiatives.
- Stakeholder Engagement: Collaborate with various stakeholders, including government agencies, community organizations, and citizen groups, to align messaging and ensure that communication efforts are cohesive and effective.

- Training and Support: Provide guidance to project team members and stakeholders on best practices for public communication and media interaction.

### **Qualifications**

- Education: Bachelor's degree in Public Relations, Communications, Journalism, or a related field. A master's degree is an advantage.
- Experience: Minimum of 5 years of experience in public relations, media communications, or community engagement, preferably in a nonprofit or public sector environment.

### **Skills:**

- Exceptional written and verbal communication skills.
- Strong understanding of public relations strategies and media outreach.
- Ability to work collaboratively with diverse teams and stakeholders.
- Proficient in media monitoring and analytics tools.
- Strong organizational and project management skills.

### **Preferred Qualifications:**

- Familiarity with public policy, community development, and citizen engagement strategies.
- Experience with organizing community events and stakeholder meetings.

### **Work Conditions:**

- May require occasional travel for events, meetings, and outreach activities.
- Flexible hours may be necessary to accommodate project timelines and stakeholder availability.