

JOB PROFILE

Centre for Public Policy Research: CPPR is a public policy think-tank based in Kochi that works in the areas of research promotion, knowledge dissemination and capacity building. We have a talent pool from various parts of the country, who are experienced in handling socio-economic research projects. CPPR believes in engaging the right individuals for its initiatives and efforts in the area of public policy. We therefore welcome people who have a penchant for public policy and display unique skill sets and managerial capacities to work as part of our team.

Job Title	Public Relations Associate
Department	Operations
Location	Kochi
Salary	As per industry standards
Scope of Position	Responsibility for overseeing Public Relations

Key Responsibilities:

- Active participation in designing media strategy
- Deliver on internal and external communications strategy for CPPR
- Work with various media houses to disseminate research papers/articles produced by CPPR
- Manage media relations and ensure publicity/visibility of CPPR in national and international media
- Organise press conferences, media briefings, visits of reporters covering CPPR activities, while highlighting CPPR's programme priorities
- Capacity building of research and project teams in communications, media and campaigning
- Promote and enhance the brand of CPPR
- Respond to enquiries from the public, media, stakeholders and other organisations
- Make presentations about CPPR, as and when required to various stakeholders, governments and others
- Work with media establishments to widen the scope of CPPR activities and build a rapport with journalists and media houses
- Ensure regional and national media coverage for CPPR activities and events
- Maintain and update CPPR's media database

Qualifications and Experience:

- Undergraduate or Postgraduate degree in Journalism/Mass Communication/PR
- Minimum two years of experience
- Fluent in English and Malayalam (added advantage)
- Proficient in Word, Excel, Outlook and the Internet
- Preference for multimedia specialists
- Interested in interacting with people and good networking skills
- Good analytical and organisational skills
- Proactive problem solver with demonstrated ability to work independently as well as in a team environment
- Organised and capable of multitasking with a high level of attention to detail
- Excellent follow-up skills a must