

JOB PROFILE

Centre for Public Policy Research: CPPR is a Research based organization based in Kochi. CPPR works in areas such as research promotion, knowledge dissemination and capacity building. It has a talent pool from various parts of the country, who are experienced in handling socio-economic research projects. CPPR has always believed 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 in CPPR!

Job Title	Public Relations Associate
Department	Operations
Location	Kochi
Level	-
Salary	As per Industry standards
Contract	-
Reporting Line	Director – Operations and HR
Scope of Position	Responsibility for overseeing Public Relations

Key responsibilities:

- The PR Associate will lead, design and deliver on the internal and external communications strategy for CPPR
- She/he will be responsible for developing the media strategy to effectively communicate CPPR's research, advocacy and campaign messages through mainstream print and electronic media and social media.
- To work with various media houses to disseminate papers / article produced by CPPR
- Manage media relations and ensure publicity/visibility CPPR in India and international media.
- To organize press conferences, media briefings, visit of press reporters covering CPPR activities while highlight CPPR's programme priorities.
- Capacity building of research and project teams in communications, media and campaigning.
- CPPR Brand Management.
- To respond to enquiries from the public, media , stakeholders and other organizations
- To write, edit and arrange production of newsletters, in-house magazines, pamphlets and brochures
- To make presentations about CPPR as and when required to various stakeholders, government and others.
- Keeping the official website updated and managing content on it.
- Management of Social media tools.
- Support the Senior Management on all internal and external communications and media activities.

Qualifications and Experience:

- Graduation in Journalism/Mass Communication/ PR
- Minimum 2 year of experience
- Fluency in English and Malayalam (added advantage)
- Computer proficient in Word, Excel, Outlook and the Internet.
- Preference given for multimedia specialists
- Interested in interacting with people and good networking skills
- Good analytical and organization skills
- Must be a proactive problem solver with demonstrated ability to work independently as well as a team environment.
- Organized, able to multi task, high level of attention to detail.
- Excellent follow up skills a must.