
SENIOR ASSOCIATE (Outreach)

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	Senior Associate- Outreach
Department	Operations
Location	Kochi
Salary	As per industry standards
Scope of Position	Responsibility for overseeing Public Relations

Key Responsibilities:

- Design and lead the media strategy of the organization
- Overall management of organizational website and apps to ensure that it is regularly updated and becomes an avenue for outreach
- Lead and manage Virtual events, LMS, MOOC and Podcasts
- 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
- Ensure regional and national media coverage for CPPR activities and events
- Organize 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 organizations
- 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
- Maintain and update CPPR's media database

Qualifications and Experience:

- Undergraduate or Postgraduate degree in Journalism/Mass Communication/PR
- 5-6 years of experience
- Fluent in English and Malayalam. Working knowledge of Hindi or any regional language would be an 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
- Travel required: 35% in a month

CPPR has a repertoire of Indian and international professionals including researchers, academicians, technocrats, industry leaders and influencers. Perks include learning with a team which is a mixture of youth and well experienced vibrant team. National as well as international travel is an important aspect of our work at CPPR.

To Apply:

If you think you fit the bill and want to take up this challenge, please apply with your updated CV at <https://forms.gle/zQf8R2WqZfRbGHfQ6>. For more details you can visit www.cppr.in/careers.