
ASSOCIATE (Communication and Branding)

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	Associate, Communication and Branding
Department	Outreach and Communication
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/related areas preferred.
- 2 + 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.