

FOR Marketing and Branding specialist

- Strategy Development

Develop and implement comprehensive communication strategies that align with the company's goals and objectives.

- Create and manage a communications calendar, ensuring timely and effective dissemination of key messages.
- Sending proposals to various companies, CSR partners, etc.
- Content Creation:
 - Write, edit, and oversee the production of content for various platforms, including newsletters, press releases, website content, social media, and internal communications.

Coordinate with media partners / vendors

- Ensure all content is consistent with the company's brand voice, style, and tone.
- Media Relations:
 - Build and maintain relationships with media outlets, journalists, and influencers.
 - Prepare and distribute press releases, and manage media inquiries and interview requests.
 - Monitor media coverage and prepare reports to inform the executive team.
- Internal Communications:
 - Develop and execute internal communication strategies to keep employees informed and engaged.
 - Coordinate and organize manage company events, employee meetings, and other corporate events.
 - To handle different programs viz. Sukallap, SuMargadarshak, Sujana Vikas, SuVidhya, Community Centre works, etc.

- Social Media Management:

- Oversee the company's social media presence, including content creation, community management, and performance analysis.
- Stay updated on social media trends and best practices, implementing them as appropriate.
- Performance Analysis:
 - Track and measure the effectiveness of communication strategies, providing regular reports and insights.
 - Use data to refine and improve communication efforts.

Any other works given the Management

Experience

2-5 Years in similar capacity.

Education

MBA in marketing / Mass communication or related fields.

Interested candidates can apply on hr@cgssc.org & connect@cgssc.org