

Job Title: PR & Marketing Executive / Manager

Department: Marketing & Brand Communications

Employment Type: Full-Time

Job Overview

We are looking for a dynamic and result-oriented PR & Marketing Professional responsible for building brand awareness, managing public relations, executing marketing campaigns, and strengthening the company's public presence.

Key Responsibilities

Public Relations

- Develop and execute PR strategies to enhance brand reputation and market presence
- Build and maintain relationships with media houses, journalists, influencers, and partners
- Draft press releases, media kits, and company announcements
- Manage crisis communication and brand reputation

Marketing & Branding

- Plan and execute marketing campaigns across digital and offline channels
- Maintain brand messaging consistency across platforms
- Conduct market research and competitor analysis

Digital Marketing Support

- Assist in managing social media presence and engagement strategies
- Track campaign KPIs such as reach, engagement, conversions, and ROI

Event & Partnership Management

- Plan and coordinate corporate events, webinars, and brand activations
- Represent the company in public events and conferences

Required Skills & Qualifications

- Degree in Marketing, Communications, Public Relations, or related field
- Proven experience in PR, brand marketing, or corporate communications
- Excellent written and verbal communication skills
- Strong networking and relationship management abilities

Key Performance Indicators (KPIs)

- Media coverage and PR visibility growth
- Brand awareness and engagement metrics
- Campaign ROI and lead generation impact

How to Apply

Interested candidates can share their resume at: [Add Email / Application Link]