

Notice for Placement

Job opportunity for Advertising & Public Relations.

Company Name: - **YouMe&We Media**

Position:- **Intern**

Company Website: - www.youmeandwe.co

Work Location: - Bandra West (Off Linking Road), Mumbai.

About Company:

Established in 2008, YouMe&We Media Services Pvt. Ltd., a Public Relations, Marketing Intelligence, and Events Consultancy firm is one of the few companies of its kind showcasing strengths in almost all Lifestyle categories. We are committed to generating awareness for businesses through effective media relations and also tremendously increasing sales with the help of various tools like strategic tie-ups, cross-promotions and below-the-line initiatives.

YouMe&We Media Services Pvt. Ltd has strengths in the fields of Luxury, Lifestyle, Fashion, F&B, and Hospitality. We have worked on a whole range of communication challenges with a number of clients, big or small, be it individuals, stores, restaurants, hotels, designers, national brands, and corporates.

Job Profile / Responsibilities:

- Reading newspapers to identify new journalists and competitor/ coverage tracking
- Formulating & Sending Emails, Client Lists and Media & Journalist Names.
- Cutting & Scanning important news articles/images from newspapers & magazines, mailing
- Coverage & Evaluations (Collating and analyzing media coverage)
- Liaising with and answering enquiries from media and other individuals, often via telephone and email
- Managing and updating information and engaging with users on social media sites such as Facebook & Instagram

**** Creating & Formulating Press Releases, Collection Notes and Generating Story Ideas**

**** To manage media for all events, photo shoots, press conferences, etc., Organize, manage and attend related PR events**

Key Skills:

- Excellent communication skills
- Multi -task and prioritize projects to meet deadline
- Interest in Fashion or F&B is a must
- Proficient in MS-Office

Required Qualification: Candidates who have completed or pursuing Mass Media, Diploma / Certificate Program in Advertising & Public Relations.

Experience: Previous relevant internships will get you bonus points

Other / Special Requirements: The candidate should be able to commit at least 3 months towards the internship

Remuneration: INR 5000/- or unpaid (on the depending performance of the candidate in the interview)

Interested Candidates can send their resume on below mention email id at the earliest: -

careers.ymw@gmail.com

Contact Person: - Swati Raina

Email id: - careers.ymw@gmailcom

Contact no: - 8879778825

Corporate Office: 9820117121

Notice for Placement

Job opportunity for Marketing Management / Advertising & Public Relations

Company Name:- **YouMe&We Media**

Position:- **Trainee/Executive**

Company Website:- www.youmeandwe.co

Work Location:- Bandra West (Off Linking Road), Mumbai.

About Company:

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Job Profile / Responsibilities:

- Uphold agency core values, mission, vision, ethics and code of conduct in the day-to-day liaison with internal and external network partners and resolves the conflict
- Knowledgeable about Client and YMW services, products and offerings
- Demonstrates proficiency in writing key strategic documents (e.g. key messages, FAQs) apart from the basic documents such as press releases, pitch notes/emails, media releases etc.
- Demonstrate editing and proofreading ability
- Actively listens and engages others in discussing ideas during meetings
- Respond to requests for information from the media or designate an appropriate spokesperson or information source
- Communicate information on brands and products to required media-list regularly
- Ensure & demonstrate in-depth knowledge and understanding of client's business strategy
- Responsible for overall client reporting and evaluation

- Track all domains in which the clients are being serviced
- Competition/Competitors News to be flagged off every day
- Responsibility for celebrity outreach for designer/jewellery sourcing and tie-ups
- Conceptualise and Execute regular Listings
- Manage Daily, Weekly, and Monthly reports for internal communication as well as client briefing
- Creation of Physical and Online Dossiers of client coverage
- Develop and maintain effective working relations with media
- Understand how and which social media tools to be used
- Social Media updates related to handled clients
- Execution of on-ground media handling and getting appropriate photo-ops during client events
- Seeks additional responsibilities; actively seeks 'the new' and 'the next'
- Regularly seek feedback on own performance for self-development

Key Skills:

- Proficient in the written and verbal communications
- Apply critical thinking and perspective to developing a point of view on, and solving client challenges and issues
- Make realistic and sound recommendations that take into consideration short and long-term perspectives, and client's constraints
- Innovative, self-motivated, challenge status quo and are looking for ways to improve things

Required Qualification: Graduate/ Post-Graduate in Marketing Management/ Diploma / Certificate Program in Advertising & Public Relations.

Experience: 2 months or more of relevant internship experience in Communications Agency

Remuneration: INR 10,000/- (revised after 2 months according to the performance of the candidate)

Interested Candidates can send their resume on below mention email id at the earliest: -

careers.ymw@gmail.com

Contact Person: - Swati Raina

Email id: - careers.ymw@gmail.com

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