

Notice for Placement

Job opportunity for Marketing / Finance / Human Resource / Operations / Advertising / for any other kindly specify

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

Position:- **PR Manager**

Company Website:- www.youmeandwe.co

Work Location:- **Bandra West**

Company Profile:

Established in 2008, YouMe&We Media Services Pvt. Ltd., has a diverse portfolio and our interests range from Public Relations, Marketing Intelligence to Events Consultancy, with key focus in three sectors namely Lifestyle, Hospitality & Travel. We are committed to generating awareness for businesses by developing sound strategic campaigns and assist the same with the help of additional tools like strategic tie-ups, cross-promotions and below-the-line initiatives.

Job Profile / Responsibilities:

➤ **At Organization Level:**

- Uphold the core values, mission, vision, ethics and code of conduct in the day-to-day liaison with internal and external network partners of YM&W.
- In depth knowledge about YMW services, products and offerings

➤ **Client Servicing:**

- Ensure & demonstrate in-depth knowledge and understanding of client's business and objectives along with its competitor, industry and policies governing the industry
- Be up to date on trends locally and internationally
- Develop deep trust with clients and be responsible for overall client reporting and evaluation
- Efficiently organize and structure client practices/process and supervise team to maintain the same
- Ideate, design and execute all media engagements for the clients and continually sustain and build new relationships where required.
- Curate and Manage special events, execute cross promotions and tie-ups
- Manage all reporting and seamless communications for the client

- Apply critical thinking and perspective to developing a point of view on, and solving client challenges and issues
- Develop Integrated communication campaign across various communications channels
- Proficient in Crisis Mitigation

➤ **Content & Written Communications, Management:**

- Monitor and curate written and verbal communications
- Proficient in writing and developing all key strategic documents and communications material.
- Good editing and proofreading ability
- Lead and moderate presentations for existing and potential clients.
- Proficient in conducting pre-event client briefings for key events/opportunities

➤ **Media Management:**

- Must have a deep understanding of the functioning of the media across genres and a sustainable on-going relationship.
- Actively coach team members on how to engage with diverse media platforms such as Print, digital, influencers etc.
- Continually upgrade your knowledge on the international media trends and how to apply the same to your clients
- Update and maintain media list regularly and engage with all relevant media through media rounds.

➤ **Team Management:**

- Lead by example to encourage and motivate team members and help boost team morale
- Create an atmosphere of continuous learning and sharing for self and team members
- Conduct regular individual and team evaluations
- Set tasks and targets for individual members and collectively as a team, monitor and manage them
- Track progress of team members against identified KRAs through the year and provide timely feedback and guidance
- Mentor employees in planning their aspirations and how to achieve those
- Pre-empt team conflicts and resolve them efficiently and amicably; escalate to supervisors and the HR team if unable to resolve conflicts or staff issues

- Reward/ make recommendations for team/ team member's performance or successes; Assist supervisors in team resource planning and identifying high-performing staff for career mapping, and update them on team developments
- Identify appropriate training and development opportunities for self and team members
- Demonstrates ability to see beyond current assignment

➤ **Business Development:**

- Identify potential new business opportunities
- Work towards the identified targets set for the team
- Drive the team to maintain the current clients and achieve new targets.
- Research, ideate, design and make pitch presentations to potential clients
- Generate new Business Leads
- Expand the networks and awareness about the services offered by YM&W.

Key Skills:

- Identify and pursue potential new and organic business opportunities
- Managed, motivated and trained a team in essential skills
- Innovative, proactive, challenge the status quo and constantly update yourself on new trends in Communications and apply the same at work
- You are comfortable with ambiguity and being part of complex strategy discussions
- You are self-aware, demonstrate integrity and most importantly enjoy what you do
- Lead by example and encourage teamwork among team members, help build team morale.

Required Qualification:

- Graduate/Diploma/Post-Graduate in Marketing / Finance / Human Resource / Operations / Advertising / Communications / Economics or Equivalent

Experience:

- 4-6 years of relevant experience in Communications Consulting (agency experience is must)

Other / Special Requirements: **Mumbai based.**

Remuneration: INR 50,000 to INR 70,000/- (can be discussed for the right candidate)

Interested Candidates can send their resume on below mention email id at the earliest: - careers.ymw@gmail.com

Contact Person: - Swati Raina/ Batul Rampurawala Email id: - **careers.ymw@gmail.com**

Contact no: - 8879778825

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