

**Designation:** PR Executive

**Educational Qualification:** Graduate (Preferably with a Diploma or Degree in PR)

**Experience:** 3 to 4 years with 1-2 years in Fashion Industry

**Key Skills**

- Good contacts in the media
- Pro-activeness in generating new ideas
- Strong leadership qualities
- Ability to successfully complete projects
- Good managerial and communications skills.
- Should be able to think out of the box and react quickly

**Job Descriptions**

- Build relationships with the media of the relevant sectors
- Manage the corporate image and communication in the media,
- Research and write press releases and make sure that they reach the target audience.
- Prepare publicity brochures, handouts, promotional videos and multimedia programs etc
- Responsible for organizing press conference, exhibitions and press tours.
- Evaluate the advertising and promotional programs and ensures that it is compatible with the target audience.

**Salary:** 30,000 to 35,000 pm

**Location:** Mumbai