



## Manager, Media Relations

Katha is looking for an articulate and driven **Manager, Media Relations** to lead the organisation's Public Relations.

### Responsibilities:

- Formulate PR plans and strategies and liaise with print media to get at least 2 stories/press releases out every month
- Enhance the company's voice and presence through online and offline channels
- Manage media relations and requests
- Write press releases, speeches and other PR copy
- Plan and supervise events, fairs, conferences etc's media coverage
- Support the implementation of promotional plans
- Lead survey initiatives and analyze public opinion
- Digital media- Bloggers outreach, getting our blogs published in specific magazines and other blogs/websites
- Getting relevant radio and TV spots for Katha
- Participation in relevant conventions and events and exploring opportunities
- Getting Katha books reviewed
- Liaising with digital media team to maintain brand communication
- Maintaining media release database and monthly PR plan

### Requirements:

- Proven experience as public relations specialist or similar position
- Experience in project management and execution of PR campaigns and/or initiatives
- Experience in copywriting and editing
- Working knowledge of MS Office, photo and video-editing software is an asset
- Familiarity with social media platforms (Twitter, Facebook etc.)
- Excellent oral and written communication skills
- Aptitude in presentation and public speaking

### Qualifications & Experience:

- Graduate/Post-Grad education in Public Relations/Communications/Marketing or related field
- preferred but not compulsory
- Drive and will to create content that inspires people and audiences to join and participates in Katha's mission
- At least 2-3 years of experience in writing and Public Relations

- Exceptional writing and editing skills for a diverse range of purposes and formats, including print, online and social media
- A learner and a collaborative team player who is willing to tackle the unexpected, embrace change and work cooperatively in diverse groups and situations
- Excellent prioritisation, organisational, time management and project management skills as well as the ability to adapt to shifting priorities and work under pressure to meet deadlines.
- Exceptional attention to detail with ability to work under pressure in a high volume environment, execute multiple projects while meeting strict deadlines
- Please send your resume to [hr@katha.org](mailto:hr@katha.org) with the title 'Manager, Media Relations' in the subject line. Applications of only the short listed candidates will be acknowledged.