

Junior Field Executive – Grade-I (CC)
(Fixed Term Employment basis)

Post Code	37/03/FTE
Age Criteria	Not more than 27 years as on the date of advertisement
Qualification	Post Graduate in Mass Communication from a recognized and reputed University/Institution Excellent computer skills on MS Office.
Experience	0-3 years in a medium to large organization in managing the Public relations, Liaison
Language proficiency	Good Verbal and Written communication in English
Overall Objective	The primary objective of this role involves researching, planning, and presenting the content in a coherent and understandable format. Conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication. In addition, effectively coordinate CC Departments day-to-day activities.
Roles & Responsibilities	<ul style="list-style-type: none"> • Write, proofread and edit company literature including internal magazine, coffee table book, flyers, etc. • Create marketing and promotional presentations and content, both print and electronic. • Work with vendors/agency for timely and useable collaterals. • Recommend, implement and maintain the content of company website. • Formulate and execute strategies for internal communications. • Develop marketing communications campaigns. • Create thought leadership material and content. • Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, etc. • Research media coverage and industry trends. • Conduct extensive media outreach. • Prepare briefing materials. • Coordinate conference, trade shows, and press interviews. • Manage, write and research on Social media content • Have an eye for details to measure the success of every campaign • Proofread and edit blog posts before publication • Write clear marketing copy to promote our products/services. • Good at storytelling skills • Generate leads and maintain awareness on social media • Ensure that all content is consistent with organization goals and objectives • Effective Social media/Mainline media content writer • Awareness and ability to apply business/technological expertise along with the dedication and creativity of a writer

	<ul style="list-style-type: none"> • The writer will need to do research on current events/trends while gathering information on the industry
Skills	<ul style="list-style-type: none"> • Experience in image processing programs such as Photoshop, Adobe After Effects, Adobe Illustrator and Corel Draw • Should acquire the ability to create and publish articles on popular topics within social media networks viz. Facebook, Twitter, Instagram, LinkedIn, Word Press etc. • Should have sufficient knowledge of Website handling, SEO, Online Marketing etc. • Should have the ability of navigation across platforms • Should be a person with creativity, out of the box thinking • Able to communicate points clearly in a professional and precise manner • Manage and maintain data effectively and efficiently • Ability to structure the content in such a way that it will stand out and gain additional shares • Knowledge on how to use relevant keywords in posts, how to break down large topics into bite-sized pieces that are appealing and easy to digest
Remuneration	Shall commensurate with skills, experience and market trends
Job Location	Current location is Vadodara. However recruit may be placed at any other department/unit/depot of the company.

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