

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

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| 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 |

**Gujarat State Fertilizers and Chemicals Ltd.
Job Description**

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| | <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. |

We are an Equal Opportunity Employer committed to creating an inclusive environment