

**JOB DESCRIPTION**

<b>Job Title</b> PR & Communication - Manager	<b>Department</b> Marketing & Communication
<b>Reporting to</b> Head – Marketing & Communication	<b>Experience eligibility:</b> 10+ years

**About us**

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

**Mission:** To give as many blood cancer and blood disorder patients as possible, a second chance at life.

**Working Hours:** 9:30 am to 6:15 pm (Monday – Friday)

**Position Summary****KEY RESPONSIBILITIES**

To work closely with her/his line manager to create an effective communications and PR function for appropriate positioning of our organization in India. Taking forward the development of regional PR campaigns in order to ensure our local perception of our organization corresponds with the local strategy. Create an effective communication strategy in sync with the marketing calendar while ensuring all-around brand consistency specially w.r.t communication tone.

**PR**

- Producing PR tools and templates by implementing DKMS communications /PR strategy
- Translating/transferring global organizational communication standards into local communication guidelines
- Deliver communications plans in collaboration with the Marketing Team Lead, International Marketing Department and PR Agency while liaising with internal stakeholders
- Building media relations with relevant media outlets and leveraging them
- Ensure a daily monitoring, analyzing and evaluating media activity, including newspapers, magazines, journals, broadcasts, newswires and blogs and advise the Marketing TL of any trends & actions
- Managing media enquiries and interview requests, briefing spokespeople; researching, writing and distributing press releases to targeted media, promoting and ‘selling in’ news stories and features
- Coordinating all public relations activities including press conferences, and other on ground events where media will be present (This includes deciding the venue, theme/concept, requesting for marketing collaterals & in-house teams for resource management)
- Identifying potential stories for press releases, byline articles and keynote presentations
- Representing DKMS in international PR and communication call & corporate communication call

**Communications**

- Develop effective communication with internal team colleagues, key media partners demonstrating a highly professional approach at all times
- Coordinate with various teams for translation of articles where necessary
- Pulse: Liaising with Int. Communications, Marketing Team and other departments within DKMS, checking local communication guidelines and adjust them to local regulations if needed, identifying & creating content for internal communication
- Coordinating events for press conference ex: Patient donor meets
- One-point contact for all communication with patients & donors
- Being responsible for production of PR collaterals including photo/ video content
- Develop, in collaboration with global communication team and others in the department, a Media

**Key Skills**

- Strong communication and presentation skills, alongside a proactive and polite manner. Knowing what it means to be aligned, when it comes to external corporate communication.
- Being an excellent team player with a service-oriented mindset and a sustained collaborative attitude.
- Excellent writing and proof-reading skills. Preferable knowledge and experience of communications within an Indian charity and/or in the healthcare sector.
- Sensitivity and empathy in working with patients and their families, as well as excellent customer relations skills. Ability to form effective internal and external relationships and to engage and motivate volunteers.
- Working well under pressure to meet deadlines. Distinctive organizational skills combined with high flexibility.
- Excellent English language skills and comfortable with working in an international setting, additional languages, like Hindi and Kannada are appreciated.
- Willingness to travel occasionally internationally.
- Enthusiastic and passionate to learn
- Sensitivity, compassion and empathy
- Aptitude in problem-solving
- Desire to work as a team with a result driven approach
- Zeal to work with an NGO for a Lifesaving cause

**Qualifications:**

- Post-graduate qualification in corporate communications and/or PR related discipline.
- At least 10 years demonstrable experience in corporate communications at a company or at PR agency including a successful track record of producing, pitching stories and thus generating media coverage.