

**JOB DESCRIPTION**

<b>Job Title</b> Associate - PR & Communication	<b>Department</b> Marketing & Communication
<b>Reporting to</b> Head – Marketing & Communication	<b>Experience eligibility:</b> 2+ 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)

**About the team**

The Marcom Department ensures that the DKMS brand is enhanced amongst the public in India, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The department holds organizational responsibility for KPIs on online donor registrations. The department also supports and promotes activities of other departments that, for example, focus on raising funds to match donor registration costs and deliver community volunteering to help raise awareness. Digital activity is centred on the DKMS-BMST website where all information regarding blood stem cell donation is consolidated, plus social media and other online channels.

The Marcom team is responsible for the Indian marketing & communications strategy and related activities. At a global level, DKMS also runs International marketing projects and initiatives which require local support from each DKMS country. These projects are commonly based or start in DKMS Germany, which will then coordinate the activities before rolling them out across all countries.

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

- 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 internal & external stakeholders
- Building media relations with relevant media outlets and leveraging them
- Managing media enquiries and interview requests, briefing spokespersons; 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
- Identifying potential stories for press releases, byline articles and keynote presentations
- Write clear, compelling copy for various mediums (including blogs, newsletters, articles, video scripts, landing pages etc) to raise awareness about our cause and to promote donor registrations



WE DELETE BLOOD CANCER

- Prepare well-structured drafts using available and researched material that stand out
- Proofread and edit various collaterals including, brochures, flyers, ads, press releases, articles etc to ensure standards are met
- Coordinate with various teams for translation of articles where necessary
- Advise all departments on how best to communicate to external stakeholders and assist in the development of such materials
- Identify audiences' needs and gaps in our content and recommend new topics

### **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
- Aptitude in problem-solving

### **Qualifications:**

- Any Graduate with a minimum of 2 years of experience in PR and communication preferably with a PR agency