

# TATA TRUSTS

Role Details		
1.	Role	Assistant Manager: Corporate Communications- Public Relations & Social Media
2.	Location	Mumbai
3.	Function	Brand and Marketing Communications
4.	Appraiser	Head: Brand and Marketing Communications

Brief Job Description:	
1.	Manage Public relations and external communication efforts for Tata Trusts and its initiatives
2.	Own and manage all social media accounts for the Trusts across Instagram, X, LinkedIn, Facebook and Sharechat
3.	Build Brand reputation for Tata Trusts across earned media in key areas of work
4.	Manage the Public Relations agency to plan and execute the overarching external communications strategy in traditional and new-age media
5.	Manage the Social Media agency to develop and execute a continuous pipeline of outreach across digital platforms in alignment with the Trusts' communication objectives
6.	Develop and execute communication campaigns across traditional and social media for key thematic areas, observance days, program launches, and announcements
7.	Scan the latest print and online news to identify relevant story ideas. Contribute to discussions related to story ideas and planning PR campaigns. Ability to develop content, draft quotes and maintain & build relationships with leading media professionals
8.	Monitor and maintain performance data and analytics for PR and social Media metrics to track and exceed organizational goals
9.	Facilitate content development and sharing across Tata Group publications and Group communication teams
10.	Assist in the development and management of internal communication needs as a part of a cross-functional committee
11.	Ensuring consistency and continuity in communication, taking initiative and responsibility of being well informed about the organization, the development sector and the areas of work of the Trusts

Key Accountability:	
1.	Raise awareness about Tata Trusts, its legacy, its strategy going forward and its success amongst the general public, the sector, the government and key stakeholders
2.	Protect and strengthen the reputation of the brand in external media
3.	Build salience for the brand in earned an owned media

Stakeholders	
Relationship (within organization)	Program teams, field teams, Support functions and senior management
Relationship (Outside Organization)	Agencies, partners, Tata Group ecosystem and media

## Job Specifications

Knowledge:	
<ul style="list-style-type: none"> <li>Public Relations Communications</li> <li>Social Media Management</li> </ul>	
Competencies & Skills:	
<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills</li> <li>Strategic thinking for campaign development</li> </ul>	

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<ul style="list-style-type: none"><li>• Creative thinking and visual design inclination</li></ul>
<ul style="list-style-type: none"><li>• Exceptional ability to craft and share stories across various mediums; experience in creating content that resonates with diverse audiences</li></ul>
<ul style="list-style-type: none"><li>• Ability to maximise developments across social platforms</li></ul>
<ul style="list-style-type: none"><li>• Ability to identify and harness media trends and developments</li></ul>
<b>Experience:</b>
<ul style="list-style-type: none"><li>• Background or interest in Development sector</li><li>• A working knowledge of mail chimp, WordPress, MS Office, social media management tools, Canva, any other designing tools as needed.</li><li>• Ability to strategies, generate sound ideas and execute well.</li><li>• Exceptional fluency in Hindi and English.</li><li>• Extensive successful writing experience with a variety of print and online media communication.</li><li>• Proven ability to manage collaborations / partnerships with vendors, agencies, freelancers, designers.</li></ul>
<b>Qualification:</b>
<ul style="list-style-type: none"><li>• 3-5 years in communications, journalism, public relations, or a related field, with a strong focus on storytelling. At least 1-2 years of this must be in the field of social impact</li><li>• Masters degree in Communications, Media, journalism or related field.</li></ul>

**Please Note:** - Compensation shall be in line with industry standards