

<b>Position</b>	<b>Public Relations Officer</b>
<b>Role &amp; Responsibility</b>	<ul style="list-style-type: none"> <li>➤ Planning, Developing and Implementing PR Strategy for the Bank.</li> <li>➤ Media Management <ul style="list-style-type: none"> <li>• Communicating with colleagues and key spokespeople;</li> <li>• Liasoning with, and answering to enquiries from media, individuals and other organisations, often via telephone and email.</li> <li>• Managing the PR aspect of a potentially critical situation and handling media queries.</li> </ul> </li> <li>➤ PR Analytics <ul style="list-style-type: none"> <li>• Collating and analyzing media coverage;</li> <li>• Commissioning market research from PR perspective;</li> <li>• Developing and implementing Dashboard for analysis of the PR performance of the Bank.</li> </ul> </li> <li>➤ Event Management <ul style="list-style-type: none"> <li>• Organizing events including press conferences, exhibitions, open days and press tours;</li> <li>• Sourcing and managing speaking and sponsorship opportunities.</li> </ul> </li> <li>➤ Content Development <ul style="list-style-type: none"> <li>• Researching, writing and distributing press releases to targeted media;</li> <li>• Writing and editing in-house magazines, case studies, speeches, articles and annual reports;</li> <li>• Devising and coordinating photo opportunities;</li> <li>• Updating / Modifying / Inputs for information on the Bank's website as well as Social Media Channels on need basis.</li> </ul> </li> <li>➤ Any other PR related activities of the Bank as decided by the Bank from time to time.</li> </ul>
<b>Experience and Job specific skills</b>	<b>Minimum 10 years of experience</b> in Public Relations area is mandatory
<b>Educational Qualification</b>	Graduation preferably in Mass Communication/Journalism area from a recognized University/ Institution.
<b>CTC offered</b>	Compensation package would be around ₹ 28 lacs per annum.
<b>No. of Position</b>	1 (One)
<b>Nature of Engagement</b>	On <b>Regular basis</b> in the rank of <b>Senior Management Grade/Scale-V</b> .
<b>Location of Posting</b>	Mumbai
<b>Last date of application</b>	1 <sup>st</sup> March 2018 (23:59 hours)
<b>Contact Number</b>	022 66985541
<b>Method of applying</b>	CV containing relevant qualification/ experience/exposure for the applied post to be sent to <a href="mailto:recruitment@bankofbaroda.co.in">recruitment@bankofbaroda.co.in</a> mentioning ' <b>POST NAME – PR Specialist Officer</b> ' in the subject line.