

Torque Communications (torquecommunications.com), an agency with a rich history of 20 years, is looking for Communications professionals – Media Monitoring & Reporting to support client mandates through accurate tracking, analysis, and reporting of media coverage. This role requires a proactive and detail-oriented professional having ability to work with data, tools, and tight timelines for delivering reports.

Location: Bangalore (Indiranagar), work from office 5 days a week.

Responsibilities:

- Monitor and track news coverage across print, digital, broadcast, and online media platforms daily.
- Analyse media coverage and prepare daily, weekly, monthly, and campaign-specific media monitoring reports as per internal and client requirements.
- Create and maintain Excel-based trackers, dashboards, and summaries for coverage analysis and reporting.
- Develop presentations, Word documents, and structured reports for internal reviews and client updates.
- Ensure accuracy, consistency, and timely delivery of all media reports within defined timelines and quality benchmarks.
- Flag important, high-impact, or sensitive media coverage to relevant internal stakeholders in a timely manner.
- Maintain organised archives and databases of media coverage for ongoing and future reference.
- Follow standard reporting formats, confidentiality guidelines, and internal quality processes.
- Leverage AI tools and automation platforms for media tracking, summarisation, sentiment tagging, and report drafting to improve efficiency and accuracy.

Qualifications:

- **Experience:** 1–2 years of relevant experience in media monitoring, reporting, or a similar role (PR agency experience preferred).
- **Educational Qualification:** Bachelor's degree (BA or equivalent) in any discipline.
- **Technical Skills:** Strong working knowledge of Microsoft Excel, PowerPoint, and Word; familiarity with AI-enabled tools for research, reporting, or media intelligence is an advantage.
- **Desirable Skills:** Good understanding of media landscapes and news cycles; strong command over written English with the ability to create clear, accurate, and error-free reports; high attention to detail and ability to work with data.
- **Compensation:** Commensurate with ability and years of experience.

