

Torque Communications (torquecommunications.com), an agency with a rich history of 20 years, is looking for competent professionals for managing client relationships, developing and executing content strategies, and fostering media relations. This multifaceted role requires a proactive and detail-oriented professional with excellent communication skills and a passion for delivering impactful PR mandates.

Location: Andheri East, Mumbai, work from office 5 days a week.

Responsibilities

- The candidate should meet the following requirements:
- Good client engagement personality, ensuring client satisfaction, willingness to engage with clients on regular basis and will be responsible for all deliverables on client mandate.
- Collaborate with clients to develop key messaging and content that resonates with target audiences.
- Create compelling and strategic content, including press releases, articles, and other materials based on client requirements
- Cultivate and maintain relationships with journalists across relevant media outlets.
- Pitch client stories and secure media coverage, ensuring positive visibility for clients in targeted publications.
- Monitor and analyses media coverage, generate regular reports.

Qualifications

- Experience: 0-2 years in PR or servicing industry
- Educational Qualification: Minimum Bachelor's degree in Journalism, Communication or graduation in arts.
- Compensation: Commensurate with ability and years of experience
- Desirable qualifications: Work in a PR or Media platform handling diverse clients.

