

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

Responsibilities:

- 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
- Carry out research, based on briefs from SMEs and function heads, for specific story lines
- Manage the flow of news about the organization to the media
- Track on the pulse of media conversations, tracking brand sentiment, news trends, and competitor activities to inform proactive media strategies
- 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
- Develop and implement swift, effective crisis communication strategies to protect client reputation in the media, ensuring clear and consistent messaging during high-pressure situations
- Monitor and analyse media coverage, generate regular reports
- Be comfortable with coordinating and executing PR events • Monitor media coverage

Qualifications:

- **Experience:** 1-3 years of core experience in communications or relevant field.
- **Educational Qualification:** Bachelor's or Master's degree in Communication, Social Sciences, Research Analysis, or a related domain.
- **Compensation:** Commensurate with ability and years of experience.
- **Desirable qualifications:** Work in a PR or Media platform handling various clients. Senior candidates must have worked continuously in an organization for at least 2 years in the past three years. This role requires a deep understanding of media dynamics, the ability to craft persuasive narratives, and the agility to respond to evolving media landscapes.

