

Torque Communications ([torquecommunications.com](http://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 content-related deliverables outlined in the client mandate.
- Carry out research, based on briefs from SMEs and function heads to develop targeted, insightful content that aligns with client requirements and narrative strategies for specific story lines.
- Oversee the strategic flow of content, ensuring timely and accurate communication of organizational news to the right audiences across various platforms.
- Pitch client stories and secure media coverage, ensuring positive visibility for clients in targeted publications to boost brand visibility and reputation.
- Continuously monitor the content performance, adjusting strategies to optimize engagement and impact in line with evolving trends and client objectives.
- Responsible for developing customized, impactful content that resonates with the client's target audience, while strategically influencing media narratives and driving content engagement across key platforms.
- Track and analyse media coverage of client content, assessing effectiveness and reach. Generate regular reports with insights and recommendations to enhance future content strategies.
- Strategize and execute plan of action in a crisis situation.
- Be comfortable with coordinating and executing PR events.

**Qualifications:**

- **Experience:** 3-5 years. Mid-level professionals should have at least 2 years of core experience in communication 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.

