

Public Relations

Torque Communications (torquecommunications.com), an agency with a rich history of 20 years, is looking for Communications 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 across diverse sectors such as FinTech, E-commerce, Lifestyle, Fashion and Real Estate.

Location: The position is based in Indiranagar, Bangalore; work from office, 5 days a week.

Role Description:

This is a management trainee role. The Management Trainee will be involved in day-to-day PR activities, researching and writing content on complex client issues, media outreach, and building relationships with high-value partners.

The candidate should meet the following requirements:

- Good client engagement personality and will be responsible for all deliverables on client mandate.
- 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 analyse media coverage, generate regular reports.

Qualifications:

- **Educational Qualification:** Minimum Master's degree in Communications, Social Sciences, Research Analysis or a related domain.
- **Desirable Qualifications:** Prior internship experience in a research or analytical role, particularly within academic institutions or industry-specific research organizations. Possess strong problem-solving skills, the capability to integrate various ideas and technologies, and a willingness to experiment with innovative solutions. Equally important is having a broad and versatile knowledge base that not only captures the attention of major companies at home but also appeals to leading global corporations, including Fortune 500 firms.

