

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 across diverse sectors such as FinTech, E-commerce, Lifestyle, Fashion, and Real Estate.

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

Responsibilities:

- Manage client relationships, ensure client satisfaction, understand business objectives, and serve as a key point of contact for strategic communication requirements and deliverables.
- Develop and execute PR and communication strategies aligned with client objectives, brand positioning, and business priorities.
- Oversee the development of high-quality, customized content, including press releases, media pitches, articles, and other communication materials, ensuring consistency with client narratives and messaging.
- Build and maintain strong media relationships. Identify relevant media opportunities, pitch client stories, and secure impactful coverage across target publications.
- Continuously monitor the content performance, adjusting strategies to optimize engagement and impact in line with evolving trends and client objectives.
- Guide and support team members in content development, media outreach, and client servicing while maintaining high standards of quality and accountability.
- 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.
- Collaborate with internal teams, subject matter experts, and client stakeholders to ensure consistent messaging and smooth execution of PR mandates.

Qualifications:

- **Experience:** 6-8 years. Senior level professionals should have at least 6 years of core experience in communication or relevant field.
- **Educational Qualification:** 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 B2C clients such as FinTech, E-commerce, Lifestyle, Fashion, and Real Estate. Senior candidates must have worked continuously in an organization for at least 2 years in the past three years.

