

**Job Title** : **Manager (Communication & Public Relation)**  
**No of Posts** : **1**  
**Station Headquarter** : **Pune**  
**Educational Qualification** : **PG in Development studies / Developmental / Communication / Journalism / Mass Communication.**

**Experience:** Functional experience of 7-10 years in Digital content production, editing, Journalism (incl. print, broadcast, photography, video, layout & graphics), Video production for digital platforms (including news organizations), Web publishing and content management, MS-Drafting, Documentation, Data Presentation in Development sector preferably in Natural Resources Management, Agriculture & rural livelihoods.

**Job Profile**

- Development of overall communication strategy centred on both online web-based and extensive direct communication based networking.
- Act as a in charge of managing an organization's communication initiatives with media & coordinating all public relations activities
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media.
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Writing or editing press releases prior to publication,
- Engage audiences across traditional and new media (blogs, Facebook, Twitter etc.)
- Leverage existing media relationships and cultivate new contacts in media.
- Manage media inquiries and interview requests.
- Create content for press releases, articles and keynote presentations.
- Monitor, analyze and communicate PR results on a quarterly basis to Executive Committee
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Maintain a keen understanding of sectoral trends affecting non-profit organizations and make appropriate recommendations regarding communication strategy surrounding them.
- Facilitate exchange of information pertaining to various developmental issues between various line dept. of AFARM, Partner NGOs & members of AFARM networks.
- Promote the exploration of improved development strategies based on the information and data available from other sources and the website and disseminate them between various line dept. of AFARM, Partner NGOs & members of AFARM networks.

- Study the best practices adopted and used in the various projects of AFARM that were test-checked and proved and disseminate them between various line dept. of AFARM, Partner NGOs & members of AFARM networks.
- Network with other agencies with regard to innovative ideas and practices that are best suited to the project and pass on these data and information to all partner/ member NGOs & various line dept. of AFARM for implementation.
- Identify & develop case studies, success stories & thematic studies in coordination with project teams & disseminate the same amongst various stakeholders.
- Organize & conduct peer learning meetings, workshops, seminars of interested stakeholders on identified issues for mutual learning's.
- Participate & represent AFARM in state & national level meetings, workshops, seminars etc. organized by Govt., NGOs, CSOs Private sector etc.

**Compensation:** INR 7.00 to 8.00 Per Annum (including Social Benefits). It will be commensurate with qualification, skills and experience as per the sector norms.