

**Position: Senior Consultant - Media & Public Relations APEDB**

<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>• 12 + years of Media Relations Experience</li> <li>• A Post Graduate degree in a related field.</li> <li>• Prior work experience with governments and industry</li> <li>• Language proficiency (particularly Telugu) is a plus but not required</li> </ul>
<p><b>Preferred Experience</b></p>	<ul style="list-style-type: none"> <li>• Substantial experience in communications and marketing;</li> <li>• Solid understanding of the brand planning process and the broad principles of good marketing strategy and brand positioning;</li> <li>• Existing relationships with UK media and press contacts, ideally with property trade press, and experience of running successful PR campaigns;</li> <li>• Demonstrated experience in digital marketing and social media, and an eye for innovative high impact communications across multi-media channels;</li> <li>• Strong project management skills, including experience of working across complex multi-stakeholder initiatives, and managing scarce resources to tight deadlines;</li> <li>• Experience of developing and managing budgets, and procuring and managing suppliers to deliver outsourced support;</li> <li>• Excellent written and verbal communication skills, and an ability to tailor communication outputs to a wide range of audiences;</li> <li>• Strong line management experience and leadership qualities in terms of motivating and inspiring team members to perform at their best;</li> <li>• First degree / undergraduate qualification;</li> <li>• High level of competence in using standard software packages (MS Word, PowerPoint, Excel, Adobe Acrobat etc);</li> </ul>
<p><b>Broad Job Description</b></p>	<p><b><u>Major Duties and Responsibilities</u></b></p> <p><b>Digital Media</b> <span style="float: right;">30%</span></p> <ol style="list-style-type: none"> <li>1. As APEDB’s Principal Digital Engagement Advisor the incumbent ideates, plans, develops, leads, and executes a social media strategy for the organization with the aim to increase digital audience reach and engagement pegged on organizational mission and priorities.</li> <li>2. Identifies, plans, maintains, and justifies a sustainable budget for social media campaigns and activities</li> <li>3. Plans, schedules and increases APEDB’s social media presence with regular campaigns and builds a social media calendar of events with thematic reference points.</li> <li>4. Analyzes, evaluates, and reports on APEDB’s digital engagement strategy, campaign, and content effectiveness for the organization and department leadership developing benchmark metrics to</li> </ol>

	<p>measure the results of social media program outcomes.</p> <ol style="list-style-type: none"> <li>5. Builds a strong and effective digital engagement and audio-visual team with new hires and channeling existing resources.</li> <li>6. Coordinates and collaborates with relevant stakeholders across different departments in the organization as well as in a broader scope with Andhra Pradesh government to ensure the effectiveness and consistency of integrated digital messaging in all aspects of programming and outreach. Builds best practices models and coaches APEDB consultants, to help adopt social media into the culture of the Economic Development Board.</li> <li>7. Integrates the media strategy with the digital engagement plan collaborating with relevant departments in the organization internally as well as externally with Andhra Pradesh government's media advisor counterparts, departments of information and publicity counterparts and integrates various activities for amplified messaging</li> <li>8. Leads and manages day to day social media activities and supervise the driving in of search traffic for the Economic Board on website via social media and traditional media engagements</li> <li>9. Manages presence in various social networks critical to effective organizational messaging.</li> <li>10. Engages in community outreach by managing blogger and digital media influencers outreach program and building a community outreach best practice template</li> <li>11. Builds a strong digital engagement unit including audio visual diplomacy unit that creates and manages videos suitable to be uploading them on channels critical to the messaging of the Economic Development Board as well as livestreams as needed.</li> <li>12. Engages in digital conversations including scheduling periodic live chats with the CEO, weekly chats with the team on core queries on APEDB's Facebook and Twitter platforms and channels online queries on website and social media to concerned department in the organization for timely and effective engagement.</li> <li>13. Monitor the activities of main competitors in social media.</li> </ol> <p><b>Traditional Media</b> <span style="float: right;">30%</span></p> <ol style="list-style-type: none"> <li>1. As Press Officer the incumbent leads all strategic public communications of APEDB reporting directly to the CEO APEDB.</li> <li>2. Leads and manages the press, public relations, branding and digital media office for economic development in the sunrise of Andhra Pradesh.</li> <li>3. Identifies, plans, maintains, and justifies a sustainable budget for traditional media campaigns and activities</li> <li>4. Supervisory role over at least 3-4 communications and audio-visual staff in the section.</li> <li>5. Advises the CEO and senior APEDB officers on the media reports of the region which affect economic development and people to people public diplomacy initiatives in co-ordination with Andhra Pradesh government and the Government of India.</li> </ol>
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	<ol style="list-style-type: none"> <li>6. Creates a database of journalists in India relevant to the messaging of the Economic Development Board across dailies, financials, magazines, and of sectors relevant to Andhra Pradesh.</li> <li>7. Relationship building with editors of leading publications.</li> <li>8. Leverages key-people of EDB for one-one interactions with select publications for high-impact stories</li> <li>9. Draft speeches and talking points of APEDB leadership and Andhra Pradesh government leadership for public engagements that have media resonance like Press Conferences, media round tables, for APEDB’s positioning and messaging.</li> <li>10. Contribute to drafting of editorial content pertaining to op-eds, blogs, picture captions, contributory articles, by-lines, radio messaging and television PSAs for effective and broad-spectrum media placement amplify messaging and APEDB’s domain leadership.</li> <li>11. Places op-eds, articles, by-lines, recorded radio messages, and press releases of APEDB policy and opinions in leading media outlets of the region.</li> <li>12. Leads template standardization and drafting of media and public engagement documents including Press invites, Press Releases, Press statements, press kits, and quotes.</li> <li>13. Builds SOPs, guidelines, policies for strong leadership advising via internal communication tools like Briefing Memos, schedulers, background notes, scene setters.</li> <li>14. Build Media coverage documents to measure outreach by readership, viewership, listenership etc. for APEDB traditional media events and campaigns.</li> <li>15. Build event calendar and thematic year-long calendar for APEDB to proactively map opportunities for EDB to present in the media.</li> <li>16. Leverages EDB leadership for one-one interactions with select newspapers, magazines, radio and online portals and publications for high-impact and targeted stories success stories and APEDB messaging.</li> </ol> <p><b>Public Relations &amp; Branding</b> <span style="float: right;">20%</span></p> <ol style="list-style-type: none"> <li>1. Strategizes, plan, lead, manages and executes public relations strategy, campaign, and budget, for the Economic Development Board.</li> <li>2. Leads APEDB’s brand strategy to build, enhance, and position APEDB as a one stop business development wing for the sunrise state locally, nationally and internationally.</li> <li>3. Exercises judgment on a programmatic basis to decide on the brand, media, digital media and marketing strategy and budget allotment thereof for each quarter.</li> <li>4. As the chief public relations officer, the incumbent is responsible for developing, analysing, monitoring APEDB’s target audiences and evaluating their interest trends and engagement with the organization.</li> <li>5. Analyse and report on different parameters which include:</li> </ol>
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	<p>Audience Breakdown; Tally the Audience Reached through various Programs, Audience Interest; New Audience Generation.</p> <ol style="list-style-type: none"> <li>6. Contributes to the editorial content for promotion material and marketing collaterals like newsletters.</li> <li>7. Maintains relationship with critical journalists, key opinion leaders, and thought leaders and ensures publicity for the Economic Development Board</li> <li>8. Prepares advocacy and policy positions for the Government of Andhra Pradesh</li> <li>9. Prepare sector snippets and policy information and disseminate relevant information to the media</li> <li>10. Helps highlight the key investments, partnerships and collaborations done by the Economic Development Board on a constant basis with media nationally.</li> <li>11. Sensitizes key media on EDB’s vision, initiatives and growth engines in the long run with media collaborations and cross platform messaging.</li> <li>12. Proactively map opportunities for EDB to present in the media and build sustained media partnerships.</li> <li>13. Regularly participation in business, various sectors and foreign affairs stories and messaging from key APEDB partners through their media and digital media channels.</li> <li>14. Sustains the PR impetus by constantly engaging the media through regular news, updates, trends through press releases</li> <li>15. Engages with the media constantly off the record with briefings on events, initiatives and ideas supported by the Economic Development Board.</li> </ol>
<b>Supervises</b>	Directly supervises Media Office staff - Media, Digital Media, Audio visual assistant and webmaster
<b>Reports to</b>	CEO, APEDB