

Assistant Manager – Public Relations (PR)

Job Summary

We are looking for a proactive and creative **Assistant Manager – Public Relations (PR)** to strengthen the organisation's brand reputation, media presence, and corporate communications. The role will be responsible for developing PR opportunities, managing media relationships, coordinating with PR agencies and internal stakeholders, and ensuring consistent brand communication across external and internal channels.

The ideal candidate should have strong communication and writing skills, good media relationships, and experience in corporate communications, press releases, events, and reputation management.

Key Responsibilities

1. Public Relations & Media Management

- Develop and execute PR plans aligned with business and brand objectives.
- Build and maintain relationships with journalists, editors, publications, industry platforms, and relevant media professionals.
- Identify opportunities for **media coverage, interviews, authored articles, expert quotes, features, and industry stories**.
- Coordinate media interactions, interviews, press conferences, and announcements.
- Maintain and regularly update the media database.
- Track media opportunities and ensure timely responses to journalist requirements.

2. Content & Corporate Communications

- Draft and edit **press releases, media pitches, articles, leadership quotes, company announcements, newsletters, and corporate communication materials**.
- Develop communication around company milestones, partnerships, launches, awards, events, and business achievements.
- Work with leadership teams to develop thought-leadership content and media positioning.
- Ensure messaging is accurate, consistent, professional, and aligned with brand guidelines.
- Support website and LinkedIn/corporate content where required.

3. PR Agency & Vendor Coordination

- Coordinate with external PR agencies and communication partners.
- Create clear PR briefs and ensure timely execution of agreed deliverables.
- Review media pitches, press releases, articles, and communication materials prepared by agencies.
- Track agency performance against agreed KPIs and deliverables.
- Maintain PR activity calendars, coverage trackers, and monthly reports.

4. Events & Media Engagement

- Support PR activities for **corporate events, conferences, exhibitions, launches, partnerships, and press conferences**.
- Coordinate media invitations and on-ground media engagement.
- Identify relevant industry events, speaking opportunities, awards, and panel discussions for leadership.
- Work closely with marketing and business teams for event communication and post-event coverage.

5. Reputation & Crisis Communication

- Monitor media and online conversations related to the organisation and industry.
- Identify potential reputation risks and escalate sensitive issues appropriately.
- Support the development of holding statements, FAQs, and communication responses during sensitive situations.
- Ensure external communication follows approved organisational messaging.

6. Media Monitoring & Reporting

- Track print, digital, broadcast, and relevant social media coverage.
- Prepare **daily/weekly/monthly PR reports** and management updates.
- Monitor key PR metrics including:
 - Media coverage and mentions
 - Quality and relevance of publications
 - Share of Voice
 - Leadership visibility
 - Sentiment
 - PR campaign performance
- Monitor competitor PR activities and industry communication trends.

Key Skills Required

- Excellent written and verbal communication skills
- Strong press release and corporate content writing ability
- Media relations and journalist networking
- Corporate communications

- PR strategy and execution
- Storytelling and media pitching
- Event and press conference management
- Crisis and reputation communication
- PR agency management
- Media monitoring and reporting
- Strong coordination and stakeholder management skills
- Ability to manage multiple projects and deadlines

Qualification & Experience

- **Education:** Bachelor's/Master's degree in Public Relations, Mass Communication, Journalism, Marketing, Communications, or a related field.
- **Experience:** Approximately **3–6 years of relevant experience** in PR, corporate communications, media relations, or communications.
- Experience working with a **PR agency and/or corporate brand** would be preferred.
- Existing relationships with journalists and media professionals will be an advantage.
- Experience in **healthcare, corporate services, B2B, or service-based industries** would be an added advantage.

Preferred Candidate Profile

We are looking for someone who is **proactive rather than reactive**—someone who can continuously identify stories and PR opportunities instead of waiting for announcements. The candidate should be comfortable interacting with senior leadership, journalists, agencies, and multiple internal departments while maintaining strong attention to detail and communication quality.

Key Performance Indicators (KPIs)

- Quality and quantity of relevant media coverage
- Growth in positive brand visibility
- Leadership and thought-leadership opportunities generated
- Media relationship development
- Timely execution of PR campaigns and announcements
- PR agency performance
- Share of Voice and sentiment improvement
- Accuracy and quality of corporate communication
- Successful PR support for events, partnerships, and launches

Job Title: Assistant Manager – Public Relations (PR)

Department: Marketing / Corporate Communications

Employment Type: Full-Time

Reporting To: Marketing Manager / Head of Marketing & Communications