

Department: Madison PR
Designation: Account Executive
Role category: Public Relations
Eligibility: 2025 Post Graduates
Fixed CTC: Upto 5.5 LPA
Location: Mumbai/Gurgaon/Bangalore

About Us:

We are Madison PR, a public relations powerhouse under Madison World. We specialize in crafting compelling narratives across Consumer, Corporate, FMCG, Luxury, Retail, Lifestyle, Beauty, and Real Estate sectors. Our team thrives on innovation, pushing boundaries, and delivering impactful communication that elevates brands to new heights. If you're passionate about storytelling, media engagement, and shaping public perception, we want you on board!

Website: <https://madisonindia.com/>

Who We're Looking For:

We're on the hunt for dynamic and driven Account Executives with a keen interest in one or more of our key sectors. Whether it's launching an exciting new product, positioning a corporate brand, or making waves in the luxury space, you'll play a key role in crafting PR strategies that leave a lasting impact. If you have a knack for building media relationships, managing end-to-end campaigns, and making brands shine, you might just be our perfect fit!

Key Responsibilities:

- Develop and execute powerful PR strategies that align with business objectives across various industries.
- Cultivate and maintain strong relationships with key media professionals, influencers, and industry thought leaders.
- Craft compelling press releases, media kits, and engaging content that grabs attention.
- Manage and respond to media inquiries while proactively fostering influencer relations.
- Monitor, analyze, and report on media coverage and PR campaign performance, turning insights into action.
- Organize and coordinate media events, press conferences, and product launches that create buzz.
- Stay ahead of industry trends and leverage emerging opportunities to enhance PR efforts.

What You Bring to the Table:

- A Post graduate degree in Public Relations, Communications, Marketing, or a related field.
- Previous internship experience in public relations, with a solid understanding of the media landscape.
- A natural flair for storytelling and a strong network of industry contacts.
- Exceptional written and verbal communication skills that make an impact.
- The ability to multitask, manage projects seamlessly, and meet tight deadlines.
- A proactive mindset, ready to take initiative and think on your feet.
- Familiarity with PR tools, software, and Microsoft Office Suite.
- A creative and strategic approach to problem-solving—because great PR is all about innovation!

At Madison PR, we believe in the power of young talent and fresh perspectives. If you're ready to make your mark in the PR world, let's build something extraordinary together!