



Application for the post of Coordinator for Saarang 2018

PR Strategist – Sponsorship & PR Team - Saarang 2018

Name:	Nick:
Roll No:	Hostel:
Email:	Room No:
Department:	Contact No:

General Instructions

- ❖ This position is open only for current 2nd years and above
- ❖ The application must be within the maximum limit of 15 pages
- ❖ Applications must be submitted in PDF and named in the following protocol:
PR Strategist_<Applicant Name>_<Roll No>
- ❖ Applications must be submitted before 11:59 pm on 16th April, 2017

QUESTIONS

1. What are the changes that you want to see in Saarang 2018 on the whole? Come up with ways to boost Saarang PR in institute.
2. Tailor a plan for the social campaign of Saarang 2018. Focus on either of the following themes and concentrate on ways to create impact and generate PR out of it:-
 - a) Boondh
 - b) Conservation of flora
 - c) Child malnutrition
3. Suggest strategies to improve the utilization and ways to better the existing PR machine (TV, radio, Newspaper, online forums etc.) For social media, include plans to bolster Facebook, Instagram, video campaigns, and any other avenues that would add value to Saarang.
4. Delineate a timeline of task allocation for the various responsibilities of the creatives. Mention how this ensures improved interaction within the Creative & Media team and with the other departments of Saarang (focus mainly on Design & Media, Proshows, Events and Publicity) by addressing the extant issues.
5. Analyse existing policies of any 2 social media handles of your choice and ways to exploit them for improving Saarang's reach. Also comment on ways to Search Engine Optimise Saarang.
6. Why do you think you are the right person for the post? Add relevant credentials and references.