

BIHAR VIKAS MISSION

Job Description



1. General Information	
Position Title:	PR Expert - Electronic Media
Reports to:	Principal Secretary – IPRD Department
Department/Domain:	Bihar Vikas Mission
Job Code:	
2. Organization Chart	
<pre> graph TD PS[Principal Secretary] --> PR[PR Expert - Electronic Media] </pre>	
3. Key Accountabilities	
Electronic Media & Agency Relations <ul style="list-style-type: none"> • Direct the development and management of professional relations with external electronic media in order to develop effective relationships and to promote the State image, its activities and major events • Build and manage relationships with leaders and senior stakeholders in reputed electronic media organizations and agencies and liaise with and influence them to facilitate bolstering of State image and ensure promotion and adequate coverage of State's and different Departments' schemes and initiatives • Establish and maintain relationships with PR agencies in order to review, assess and report on the extent and impact of media coverage as well as evaluate the effectiveness of State's and different Departments' media and communication programs • Inculcate off-channel relationships with electronic media professionals to gauge State related chatter, undercurrents, political environment etc. • Drive design and management of key State promotions and electronic ad campaigns • Provide the required guidance and support to team in design and implementation of electronic media content to promote and publicize Government and State Department schemes and initiatives 	
Press Releases & External Communication <ul style="list-style-type: none"> • Direct the delivery and issuance of all external communications (e.g. press releases) in accordance with the overall strategy for Public Relations ensuring proper journalistic style and compliance with the established procedures for external communications • Implement external communication policies and procedures for electronic media to ensure alignment with State guidelines of external communication • Manage effective publicity in order to minimise adverse impact on Government's and State Department's image and credibility • Review analysis and information provided by Research & Data Analytics team, draw conclusions 	

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and insights and devise strategies and plans to resolve issues if any and / or promote State image

- Identify negative or threatening media issues or inquiries (pre-facto and post-facto) and lead development of strategic and timely responses in order to minimize any damage to the image of State

Public Relations

- Plan, develop and implement PR strategies in order to enhance State's image
- Act as main point of contact for government officials and electronic media (editors, reporters) to ensure fair representation from State at all times
- Maintain solid relationships with external stakeholders and other government officials to ensure that Government can draw upon these relationships whenever needed

Reporting

- Review results and provide insights to Government and Department leadership, at request or at own initiative, regarding quantitative and qualitative developments within own expertise, by means of periodical and ad hoc reports and/or analyses

Team Management

- Attract, lead, coach, develop employees, provide feedback and ensure staffing within own team
- Drive the media and communication training for all spokespersons and other concerned team members and brief them on the Government and State Department messaging

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national best practices, in order to facilitate cost optimization and productivity improvement

Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as directed and required

4. Qualifications and Experience

Essential

- Bachelor's degree (full time) in any discipline
- Minimum 10 years of post-qualification experience in Journalism / Public Relations

Preferred

- Less than 70 years of age as on 1st January 2018
- Experience in a reputed electronic media organization with pan-India presence (broadcasting and coverage in more than 5 states)
- Experience in senior profiles such as senior editor / managing editor
- Experience of working with Central / State government agencies, multilateral development and bilateral agencies (e.g. World bank, DFID, UNDP, ADB, WHO, NRHM) in electronic media planning and management and public relations
- Master's degree in Mass Communication / Journalism / Public Relations
- Certificates / Courses in relevant areas will add weight to the candidature
- Honors / Awards recognized publications in relevant area will be an added advantage

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5. Knowledge and Other Skills

- Creativity and innovative thinking
- Fluency in written and spoken English and Hindi
- Strong writing, editing and design skills
- Strong knowledge and understanding of best practices and current trends in electronic media
- Experience of managing the PR / communication function of a government agency or a bilateral or a multi-lateral organization
- Excellent knowledge of electronic media processes and techniques
- Strong interpersonal, presentation and negotiation skills
- Good knowledge of fundamentals of brand building & communication development