

Job Description

POSITION DETAILS			
Position Title/Functional Designation	VP-PR & Corporate Communication	Company	Poonawalla Fincorp Ltd
Division / Department	Marketing	Location	Corporate Office
Principal Accountabilities			
Job Role & Responsibilities			KPIs
Develop and execute PR plan: <ul style="list-style-type: none"> Align with Corporate PR agency for all external messaging in sync with overall marketing plan. Establish brand proposition in the minds of stakeholders by driving visibility for the brand and its businesses in the media. Plan Stories to influence media and gain higher brand's share of voice. To design PR strategies for positively leveraging notable developments within organization Encourage, lead, inculcate & Influence others to have PR best practices in the organization. 			100% adherence to PR Calendar and Guidelines, Drive SOV & Rank w.r.t. pre-defined peers.
Leadership Branding: <ul style="list-style-type: none"> To identify industry trends and pitch stories to drive thought leadership. To craft PR positioning for the brand and guide spokespersons' interaction with media Event participation & Other speaking opportunities for CXOs Identify, plan and execute selective & suitable sponsorship opportunities to promote brand to the target segment & add to the overall brand presence with the industry peers 			Min 3 Major initiatives to drive Leadership visibility & engagement per qtr.
Media Relationship Management: <ul style="list-style-type: none"> Identify key influencers in PR & media space to influence and build brand's share of voice To build and maintain excellent connect across English, Regional language, and digital media 			2-3 Media Influencer interaction Per Qtr.
Crisis management: <ul style="list-style-type: none"> Media Interaction guidelines / Training for employees Have relationships with stringers at critical business hubs Strong network to keep eyes on what's happening Information sharing and advising management with Swift turn around and efforts to mitigate the issue asap. Lead the Social media response management with digital ORM team, own it and resolve the same. Organize Hi tea, media round tables with / Journalists, local influencers to spread positive word about the brand 			Media Training per qtr. / Zone / Hubs Media round Table every qtr. / half yearly as proactive Relationship Building Measure
Qualification, Experience & Skills			

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Educational Qualification & Work Experience: Master's in journalism / Mass communication with min 15 years of work experience in journalism/currently working in a lead role for corporate PR team | preferably in BFSI / Service sector

Competencies: Content writing, Business communication, Media relations, good connections with TV, print, Journalists & Digital Influencers of BFSI sector, CXO expectation management, must be from PR agency background or should have good experience of managing PR agency is essential.