

DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY

DSEU Dwarka Campus, Sector-9, Dwarka, New Delhi-110077

RECRUITMENT FOR THE POST MEDIA AND PUBLIC RELATIONS ANALYST

Govt. of Delhi had enacted Delhi Skill and Entrepreneurship University Act 2020, Department of Law, Justice and Legislative Affairs vide its notification No. F.14(65)LA-2020/CONS2LAW/82-91 dated 26th May, 2020 has published this Act for general information (Delhi Act of 04 of 2020) conveying the assent of Hon'ble Lt. Governor of Delhi dated 26th February, 2020. An Act to provide quality education in applied sciences and skill education in various disciplines of education and to take advantage of demographic dividend; design and impart skills-oriented programmes to address the challenges of developing, trained and employable human resources for national growth.

The Delhi Skill and Entrepreneurship University (DSEU) is looking for experienced and dynamic Professionals to support media and public relations team at DSEU.

MEDIA AND PUBLIC RELATIONS ANALYST

1	Name of Position	Media And Public Relations Analyst
2	Number of Positions	1 (One)
3	Method or Recruitment	Contract based through open market
4	Age limit	Candidate should be below 45 years of age as on the date of advertisement
5	Period of contract	One Year (may be extended further based on discretion of the University)
6	Remuneration (per month)	Rs 75,000/-
7	Education qualification	<u>Essential</u> First class Master's degree in Media/ Journalism/ Communication/ Public Relations or any relevant field from a reputed institution <u>Desirable</u> <ul style="list-style-type: none">- A minimum of 60% in Masters in relevant field- Good knowledge of managing media platforms and outreach activities for an educational institution
8	Experience	2 to 5 years of relevant work experience in a similar role, ideally at a higher education or skilling institution.
9	Job Description/ Requirements	<ul style="list-style-type: none">• Plan, implement and manage public relations programs

		<ul style="list-style-type: none">● Designing and implementing media strategy to align with University goals● Plan and budget for PR events, programs and initiatives● Reviews, monitors and analyzes performance results system wide and reports them accordingly● Measure and provide reports on each PR campaign● Build long-term relationships with all relevant stakeholders, such as local government, media● Develop and implement crisis communications advice and media strategy● Determine KPIs for Media department● Design and review the online content in media announcements and media kits● Monitor and analyze SEO and social media engagement● Suggest and implement new features to develop University as a brand; to spread awareness through promotions, camps and competitions● Check and manage content produced for website and social media channels● Manage and analyze content produced for all media platforms, events,● Provide direction and long-range planning, guidance, and support for initiatives for assigned area● Produce and analyze content for various speeches, events, hearings
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