



# ST JOSEPH'S UNIVERSITY

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## Staff Recruitment 2022

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**St Joseph's University, Bengaluru invites applications for the post of  
Public Relations Officer (PRO) and Placement Officer**

**Qualification:** Graduation / Post-graduation in Marketing, Communications, Journalism or relevant field from a reputed Institution.

### Requirements

- Graduate / postgraduate with experience of front-ending industry relations.
- Experience in the corporate world in a leadership position.
- Should have excellent, proven conceptual skills.
- Should have excellent written communication and oral communication-cum-presentation skills with confidence to serve as the spokesperson of the Institution.
- Should have prior experience in fundraising.
- Should have good stakeholder management skill.
- Should have independently managed the communication and placement function.
- Articles published in recognised publications - Newspapers, websites, publications etc.
- Good Govt. relations and knowledge of various Ministries.
- Excellent relationship with Media (local, national, international) and proven media coverage in various media channels.
- Strong interpersonal and influencing skills, effective negotiating skills, strong analytical and problem solving skills and high coordination skills.
- Proven work experience in a Public Relations (PR) role in top institutions / corporates (local, national and international).
- Experience of dealing with diverse stakeholders - media (local / national / international).
- Solid experience of overseeing successful PR campaigns with multi-stakeholders.
- Expertise in different social networks, including Facebook, Twitter, YouTube, Instagram, etc.
- Strong media acumen and knowledge of the functioning of diverse business sectors.
- Track record of having secured significant funding / sponsorships from various associations cum industry organisations.
- Strong strategic orientation.
- A member at various Industry Associations, Chambers of Commerce etc.



### Job Description

- Oversee all the external communication and interactions pertaining to the Institution with academia, corporates, media locally, nationally and globally.
- Develop a robust communications strategy for the Institution with the leadership team to ensure the positioning, image and perception enhancement of the Institution
- Assess requirements, create and implement appropriate influencing initiatives to showcase the offerings of the Institution with media at local, regional, national and international levels
- Build interfaces with national and global educational institutions for faculty and research support, faculty and student exchanges, internships and placements, etc.



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- Have excellent contacts with top industry captains - Directors, CEO's of leading companies, Chief Executives, etc.
- Formulate an effective fundraising strategy with the leadership team. Develop plans to achieve annual funding targets across the portfolio of funding categories (International Donors, Corporate CSR, HNIs, Retail, etc.)
- Identify opportunities for industry-related research and support for management consultancy and management development offerings of the Institution.
- Identify opportunities for sponsorships of on-campus programmes.
- Liaise with corporates and industry bodies to secure funds for research.
- Maintain and nurture existing relationships and constantly expand current network of donors by tapping into local organisations, foundations, HNI's and foreign corporations.
- Driving tie-ups with top notch companies for manpower requirement / training / research / consultancy requirements.
- Establish strong linkages with top notch organisations as well as industry bodies such as CII, NASSCOM, PRSI, AAI etc. within the country and internationally to influence the offtake of qualified students from the campus.
- Oversee the budget of fundraising efforts and initiatives raised through external stakeholders while executing various public interest campaigns where the Institution takes lead.
- Coordinating and managing the entire placement process for the companies recruiting from the campus with the support of the student placement team.
- Organise job fairs, campus placements, soft skills training, career guidance etc.
- Review the performance of students working in the Corporate Sector in various capacities (Final Placement, Summer Training, Projects etc.) by taking feedback from companies.
- Ability to bridge Industry-Institute gap through guest speakers, new course recommendations, specific job requirements needed by the Industry, exchange programmes, sponsorship opportunities, conferences at local/ national and international level.
- Effectively engage organically with appropriate social media platforms to ensure the positioning of the Institution, its campuses, and overall offerings.
- Manage all day-to-day activities that contribute to mobilisation of resources, including brand building, communication and publicity, events, merchandising and donor management.
- Create an appropriate Crisis Management and Communications plan linking key stakeholders and integrating media wherever necessary.
- Strategise, conceptualise and implement appropriate de-risking initiatives to counter the efforts made to those who run down the image of the Institution.
- Liaise with key Govt. and quasi-govt. departments and entities to ensure a supportive environment, including the availability of Govt. funding and grants to support various Institutional Social Responsibility (ISR) and outreach programmes of the Institution.
- Draft press releases, media statements, speeches, interviews and feature them in local, national and global media.





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- Maximising brand presence on various channels (e.g. Web, TV and social media).
- Create engaging PR and Institutional Social Responsibility (ISR) campaigns with Institutions, Corporates, Media Houses and others thus leading the way towards public engagement and social campaigns.
- Ability to handle large scale press conferences at a national/international level.
- Knowledge of industry-institute trends, oversee the budgets of fundraising efforts and initiatives raised through external stakeholders while executing various public interest campaigns where the institution takes lead, and arranging interviews.
- Deliver presentations, participate in panel discussions, speeches at leading conferences, seminars etc.

Interested candidates for the given post should fill out the Google Form (link provided below) and upload their CV and a Cover Letter as attachments to the form. The Google Form should be submitted on or before **Saturday, 27 August 2022**.

Google form link: <https://forms.gle/jJ3WAJok3gf7zXEK8>

**NOTE: All candidates are expected to join immediately after the final selection.**

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