

Media Manager

Job Description and Selection Criteria

Function and Purpose

To develop, implement and manage a media strategy and related communications, including use of social media, to promote and create awareness about the various skill development programmes, of Kerala Academy for Skills Excellence (KASE), among the youth and public.

To develop and manage dissemination of relevant information, for ensuring skill development objectives and goals of KASE, for empowering our youth and making them industry ready, are achieved.

Principal Duties and Responsibilities

1. To develop, implement and manage a media strategy to promote and support the skill development programmes of Kerala Academy for Skills Excellence.
2. To support development of company literature, media messaging, briefing notes, and distribution of releases to the full range of media partners including, national and regional, print, visual and social media, on the skill development programmes being implemented.
3. To conduct research and to oversee the development of organisational communications such as the KASE website, social media sites, newsletters and other media channels, from skill development standpoint.
4. To coordinate the development, production and distribution of audio-visual, web-based and other broadcast media materials, collaterals, press kits and other content initiatives for enhancing awareness on the various skill development programmes.
5. To conduct market research, garner feedback and identify media opportunities, actions and campaigns that support the skill development objectives, and enhances the awareness of these skill development programmes in a proper, coordinated, and consistent manner.
6. To create and maintain media contact lists, liaise with individuals and media partners, and develop and manage collaborative relationships with key media partners and PR agencies.
7. To be responsible for all social media activity (Twitter, Facebook, LinkedIn) and managing corporate social media accounts for creating awareness on the various skill development programmes.

8. To evaluate and report on the reach and impact of media activities, in enhancing the awareness on the skill development programmes, through regular media monitoring, and to keep a diary of media communications activity.

Selection Criteria

1. Knowledge of the Indian media and media promotions and experience working with the media.
2. Experience in stakeholder liaison with strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy.
3. Experience in developing and implementing media plans and strategies to achieve specific aims and objectives.
4. Excellent verbal and written communication skills and experience in writing media releases, articles, company literature, and externally focused communications for a range of audiences.
5. Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
6. Computer literate with demonstrated ability in generic computer packages such as Microsoft Office and familiarity with the internet, databases and social networking platforms.

Desirable Criteria

1. Experience in developing, implementing and managing a media strategy and related communications for creating awareness on skill development programmes.

Eligibility

Graduate with a minimum 3 years experience in Media management/PR/print-electronic-new media experience.

Not above 40 years of age.

Should be well conversant in English and Malayalam.

How to apply?

Interested candidates meeting above eligibility criteria may forward their application **along with their CV**, copies of all relevant documents for proof of age, educational qualification, experience etc. and a recent passport size photograph to:

The Managing Director,
Kerala Academy for Skills Excellence (KASE),
3rd floor Carmel Tower,
Cotton Hill,
Vazhuthacaud,
Thiruvananthapuram – 695014.
Ph: 0471 2735949, 0471 2735856.

The envelope should be superscripted with **“Application for the post of Media Manager”**

Last date for receipt of application: **31/03/2015 5.00 P.M.**

Sd/-

MANAGING DIRECTOR