

Job Description – Executive/Sr. Executive/Asst. Manager

Job ID	:	YM-021-11-25
Designation	:	Executive/Sr. Executive/Asst. Manager
Role	:	Public Relations & Corporate Communications
Department	:	Marketing Communications
Location	:	Gurugram
No of Position	:	01

Job Summary

We are seeking a dynamic and results-driven Public Relations professional to lead brand communication, media relations, and reputation management. The role requires strong strategic thinking, hands-on execution, and the ability to integrate PR with digital and social media platforms.

Key Responsibilities

Public Relations

- Worked extensively in PR as a core function, beyond execution-only roles.
- Experience in media relations, press communications, social media PR amplification, content development, and brand storytelling.
- Drive consistent brand visibility and manage reputation across digital and traditional platforms.

Digital Communication

- Strong understanding of digital and social media marketing, with integrated PR strategies.
- Ability to create communication drafts and campaign creatives.
- Understand brand philosophy and ensure alignment with current market interests.
- Hands-on experience in designing and developing communication assets.

Strategy

- Proven ability to build PR functions from the ground up, including processes and frameworks.
- Develop and execute PR strategies with clear KPIs (awareness, reach, engagement, reputation).
- Align PR initiatives with overall business and marketing objectives.

Individual Contributor

- Hands-on experience in agency management, copywriting, media relations, and campaign execution.
- Manage both digital and traditional PR platforms.
- Demonstrate end-to-end ownership of planning, execution, and follow-ups.

Analysis

- Strong ability to quantify PR outcomes and track success across marketing funnels.
- Expertise in PR analytics, reporting, and data-driven optimization.
- Familiarity with tools such as Meltwater, Cision, Talkwalker, or equivalent platforms.

Teamwork & Collaboration

- Collaborate effectively with internal teams to co-create PR and communication plans.
- Open to feedback and capable of translating insights into action.
- Coordinate cross-functional teams to ensure seamless communication flows.

Agency Coordination

- Proven experience managing PR agencies and external vendors.
- Clearly define tasks, deliverables, and brand guidelines.
- Ensure quality control, timelines, and accountability.

Self-Motivation

- Manage multiple projects simultaneously with strong deadline orientation.
- Demonstrate ownership, accountability, and independent problem-solving.
- Proactive, adaptable, and comfortable working in fast-paced environments.

Technical Skills

- Media monitoring and analytics
- Digital marketing and social media platforms
- Content management systems (CMS) and basic design tools
- Strong proficiency in MS Office / Google Workspace

Behavioral Skills

- Strong communication and storytelling abilities
- Leadership and stakeholder management skills
- Strategic thinking and problem-solving mindset
- Collaborative and team-oriented approach

Qualifications: MBA / Mass Journalism (Communication and PR)

Experience: 03 to 08 Years.

How to Apply:

Please send your resume/CV to hradmin-smb@music.yamaha.com and must mention the Job ID given above, in the subject line and share the following details: -

- Current CTC
- Notice Period
- Location Applied for
