

# BIHAR VIKAS MISSION

## Job Description



1. General Information	
<b>Position Title:</b>	<b>PR &amp; Media Relations Officer</b>
<b>Reports to:</b>	<b>Additional Director – Program Monitoring</b>
<b>Department/Domain:</b>	<b>Bihar Vikas Mission</b>
<b>Job Code:</b>	
2. Organization Chart	
<pre> graph TD     A[Additional Director - Program Monitoring] --&gt; B[Content Developer]     A --&gt; C[Digital Media Specialist]     A --&gt; D[PR &amp; Media Relations Officer]     A --&gt; E[Nodal IEC Expert]         </pre>	
3. Key Accountabilities	
<p><b>Media &amp; Agency Relations</b></p> <ul style="list-style-type: none"> <li>• Liaise with and maintain professional relations with external media in order to develop effective relationships to promote BVM's image, its schemes, activities and major events</li> <li>• Manage and maintain relationship with PR agencies in order to review, assess and report on the extent and impact of media coverage as well as evaluate the effectiveness of BVM's media and communication programs</li> </ul>	
<p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>• Contribute to development of public relations strategies and plans for BVM in collaboration with senior BVM officials (Mission Director, PR &amp; Communication Head etc.) and implement public relations strategies and interact with government officials and media (editors, reporters etc.) to ensure fair representation from BVM at all times</li> </ul>	
<p><b>Press Releases &amp; External Communication</b></p> <ul style="list-style-type: none"> <li>• Manage the delivery and issuance of all external communications (e.g. press releases, media statements etc.) in accordance with the overall strategy for Public Relations ensuring proper journalistic style and compliance with the established procedures for State press releases</li> <li>• Implement external communication policies and procedures for BVM for traditional media to ensure alignment with State guidelines of external communication</li> <li>• Manage effective publicity in order to minimise adverse impact on State's image and credibility</li> <li>• Identify negative or threatening media issues or inquiries and provide timely responses in order to minimize any damage to the image of BVM and the State</li> </ul>	
<p><b>Campaign &amp; Event Management</b></p> <ul style="list-style-type: none"> <li>• Contribute to planning of campaigns, events and public outreach programs to promote BVM schemes and initiatives and / or engage and collect public feedback</li> <li>• Support management of all logistics pertaining to campaigns and events (e.g. booking hotels &amp; tickets, securing catering, installing booths etc.) to ensure flawless and efficient execution of events</li> </ul>	

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- Manage all associated activities on the event day to ensure that all undertaken tasks are implemented efficiently and cost-effectively
- Ensure that feedback on PR events is constantly and consistently collected and report to respective BVM officials

### Reporting

- Provide insights to concerned State and BVM officials, at request or at own initiative, regarding quantitative and qualitative developments of various schemes and initiatives through analysis of PR and media activities, by means of periodical and ad hoc reports and / or analyses

### Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account best practices, in order to facilitate cost optimization and productivity improvement

### Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

### Related Assignments

- Perform other related duties or assignments as directed and required

## 4. Qualifications and Experience

### Minimum

- Bachelor of Arts OR other bachelor's degree (full time) in Mass Communication / Journalism / Public Relations
- Minimum 2 years of post-qualification experience in public relations / media management

### Preferred

- Less than 40 years of age as on 1st January 2020.
- Experience in event management / public relations in a reputed media organization (with broadcasting / coverage in more than 5 States) or in a reputed private organization / multinational corporation
- Experience of working with state / central government organization / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB) in a public relations role
- Bachelor of Arts OR other bachelor's degree (full time) in Mass Communication / Journalism / Public Relations from any of the institutes as published under the National Institutional Ranking Framework issued by MHRD and / or QS World University Rankings, as updated from time to time

# Age limit for SC / ST (Male/Female) domicile / resident of Bihar – 45 years

Age limit for BC / EBC (Male/Female) domicile / resident of Bihar – 43 years

Age limit for General (Female) domicile / resident of Bihar – 43 years

\* NIRF discipline wise rankings will be considered wherever available (like engineering, management and pharmacy in current rankings); for degrees not covered by the NIRF discipline rankings, NIRF Colleges or Universities or Overall Rankings will be considered

## 5. Knowledge and Other Skills

- Strong interpersonal and presentation skills
- Experience in implementing all type of media plans and media management
- Knowledge and understanding of best practices and current trends in all kinds of media

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- Good knowledge of fundamentals of brand building & communication development

6. Competencies		Basic	Proficient	Expert
i.	<b>Strategic/Innovative Thinking</b>	✓		
ii.	<b>People First</b>	✓		
iii.	<b>Consultation and Consensus Building</b>	✓		
iv.	<b>Initiative &amp; Drive</b>	✓		
v.	<b>Problem Solving</b>	✓		

Basic	Proficient	Expert
<i>Aware of principles and their application</i>	<i>Sufficiently competent to work alone</i>	<i>Competent to support and advise others</i>