

**Position:** Senior Associate (Media & PR)  
**Location:** New Delhi  
**Department:** Programmes  
**Reports To:** Director – Chairperson’s Office  
**Job Type:** Full-Time

### **Role Overview:**

Satyarthi Movement for Global Compassion (SMGC) is seeking a dynamic and experienced PR professional to join our organization for this role. This role involves managing our organization's public relations activities and amplifying the organization's presence in the media – national, regional and international - while also ensuring strategic placement of Op-Eds, thought leadership pieces, stories and articles related to the Chairperson's work and the organization's activities in leading newspapers and magazines, digital platforms and electronic media.

The ideal candidate must be a strategic communicator with a strong background in organizational and public figure PR, draft press releases, prepare media kits, and regularly maintain relationships with the media. Additionally, the candidate must possess exceptional organizational skills, attention to detail, the ability to handle sensitive information with discretion, and be open to traveling.

### **About Satyarthi Movement for Global Compassion (SMGC)**

The Satyarthi Movement for Global Compassion aims to globalize compassion and ignite 'compassionate action' and 'compassionate leadership' in the world to ensure justice, equity, peace and sustainability for all. SMGC aims to create paradigm shifting social transformation and meaningful impact at scale through power of compassion.

We focus on creating 'Compassionate Communities', extensive research and training, experiential learning, high level dialogues and conferences. SMGC encompasses grassroots activists, youth leaders, Nobel Laureates and global changemakers from all walks of life.

Our Core Values are Compassion, Excellence, Honesty, Courage and Humility.

### **Key Responsibilities:**

#### **Media Relations:**

- Develop and maintain relationships with media outlets, journalists, and influencers to secure coverage for the organization and the Chairperson, a globally acclaimed leader.
- Write and distribute press releases, Op-Eds, and feature articles to promote the organization's initiatives and the Chairperson's thoughts.
- Organize and manage press conferences and media briefings to communicate significant news and updates.

#### **Public Image and Brand Alignment:**

- Critically evaluate and maintain brand identity of the organization in the public eye.
- Maintain brand consistency in all communications and public engagements involving the organization and the Chairperson.

**Content Creation:**

- Craft press releases and compelling stories about the organization's work, impact, and beneficiaries for various platforms including media, websites, social media, newsletters, and annual reports.
- Oversee and produce digital content to ensure alignment with the organization's mission and the Chairpersons brand.

**Event Management:**

- Plan and execute events, awareness campaigns, and community outreach activities.
- Coordinate the Chairperson's participation in events, including scheduling appearances, preparing briefing materials, and providing support during the event.

**Crisis Management:**

- Develop and implement crisis communication strategies to protect the reputation of both the organization and the Chairperson.
- Monitor public perception and respond proactively to any potential issues or negative publicity.

**Metrics and Reporting:**

- Track and report on media coverage, campaign performance, and public engagement metrics.
- Provide regular updates and reports to senior management and the Chairperson.

**Qualifications & Skills:**

- Bachelor's or Master's Degree in Public Relations, Mass Communications, Journalism, or a related field.
- Proven experience in PR, with a strong background in organizational and public figure management.
- Media training and experience in preparing the public figure for interviews and public speaking.
- Strong media relations skills and a network of media contacts.
- Proficiency in social media management and digital content creation.
- Strategic thinking and problem-solving abilities.
- Excellent written and verbal communication skills.
- Experience in crisis communication and reputation management.
- Strong organizational and event planning skills.
- Ability to work collaboratively with diverse teams and stakeholders.
- Passion for the organization's mission and a commitment to social causes.

**Number of Vacancies:** 1

**Location:** New Delhi

**To know more about SMGC, you can visit the below links:**

**SMGC Website:** <https://satyarthimovement.org/>

**SMGC Concept Note:** <https://heyzine.com/flip-book/2e5610292d.html>

**SMGC Introductory Video:**

<https://workdrive.zohoexternal.com/external/3deab81e683f902fcf1bb6d9c4c9c45139913bffbb89d491dc5c2f3751543b1f>

**LinkedIn:** [Satyarthi Movement for Global Compassion](#)

Instagram: [SMGC Official](#)

Facebook: [SMGC Official](#)

Twitter: [SMGC Official](#)

SMGC is an equal opportunity employer. We encourage candidates from diverse backgrounds to apply.

### To Apply

- Interested candidates with relevant experience may send their application mentioning **"Senior Associate (Media & PR)"** in the subject line, along with CV and cover letter justifying suitability for the position – role fitment based on present & past work experience to: [recruitment@satyarthimovement.org](mailto:recruitment@satyarthimovement.org) by **10<sup>th</sup> August 2024**
- Please indicate Current/Last drawn compensation & expected compensation in your application.

