

JOB DESCRIPTION: PR EXECUTIVE – MARKETING/PR

Band	Reports To	Reported By	Location	Qualification
M	Managing Partners	None	Gurgaon	Graduate/ Post Graduate

ABOUT groupDCA: groupDCA is a multi-disciplinary Architecture & Interior Design firm. Founded in the year 1996 by Architects Amit Aurora and Rahul Bansal, who graduated in 1993 from the esteemed School of Planning and Architecture (SPA), New Delhi. groupDCA has to its credit, remarkable, award-winning, widely acclaimed projects across diverse typologies such as Residential, Retail, Hospitality and Workspaces. The firm has been able to successfully partner with various Brands (both national & International) in the conceptualization & implementation of Brand identities.

CORE VALUES: Ever Evolving, Reliable, Relevant, Sensitive, Happiness.

JOB ROLE OUTLINE: Responsible for ensuring the excellence of various PR activities and maintaining the visibility of the company and its work (including that of employees) on the Website, LinkedIn, Social Media Platforms, Magazines, Awards, and other platforms. Effectively coordinate with the empanelled external agency that solely manages the PR activities, ensuring all submissions must be made to them under the guidance of managing partners to maintain robust company visibility. Independently formulate and implement best PR Practices, Policies, SOPs, and Initiatives aimed at improving employee engagement, participation, and fostering a high-performance, interactive ecosystem.

Also responsible to provide assistance with furnishing requirements for commercial and residential projects as needed. Independently ensure that the furnishing requirements align with the desires of the designer and the client. Coordinate orders and deliveries effectively to maintain a proactive environment that enhances architectural and interior design.

KEY DELIVERABLES/ RESPONSIBILITIES:

Core PR Related Activities

- Finalization of package for submission to the empanelled external PR agency, monitor and control any variance between submission and actual requirement.
- Manage complete PR activity life cycle from sourcing information, photo-shoots till submission and final publishing, entry to awards, updating on social media as per the agreed terms and timelines.
- Ensure effective communication between the empanelled external PR agency and reporting manager, take corrective measures wherever required.
- Assess the furnishing requirements with the designer/ principal architect, manage the cycle of determining furnishing/ artefacts, ordering, delivery up until final installation.

PR Operational Excellence

- Design effective communication channel while making any submission package or policy change impacting the PR activity & organization.
- Review various PR activities/ document from time to time and ensure compliance as per PR related SOPs.
- Overview and manage PR Analytics along with the empanelled PR agency to assess the impact of the social media posts/ updates on website etc.
- Plan and implement an effective Employee Participation process, so as to ensure the social media needs are met in an inclusive and effective manner.
- Manage Client, Designer, Furnishing, Artefacts Requirement; conflicts and/or grievances through effective communication thus ensuring transparency, enhancement of design and adherence to timelines.

Operational Support - Commercial & Residential Project

- Assess the furnishing requirements with the designer/ principal architect, manage the cycle of determining furnishing/ artefacts, ordering, delivery until final installation.
- Provide assistance in commercial & residential projects furnishing requirements as and when required.
- Independently ensure that the furnishing requirements are in sync with the aspiration of the designer and the client need as well as specification.
- Ensure the orders and deliveries are well coordinated, thereby maintaining a pro-active environment which enhances the overall architectural/ interior design outcomes.

Commitment to Learning

- Participates in formal and informal learning activities for personal and professional development.
- Learns and applies new methods and tools that facilitate work and bring in more efficiency.

BEHAVIORAL COMPETENCIES:

Communication: Uses appropriate language in all modes of communication. Uses written communication effectively correct and easy to understand increasingly over mails. Listens carefully and understands instructions.

Collaboration: Works together with other colleagues and supports them whenever required. Shares all relevant information proactively with the concerned stakeholder and across teams.

Planning & Execution: Plans and organizes own work by setting clear tasks and priorities. Tracks the progress of tasks and project assignments regularly. Keeps immediate manager informed of progress of work in a proactive manner.

CANDIDATE PROFILE & SKILL SET:

- A degree in Architecture is preferred (B.Arch or M.Arch).
- 3-5 years of relevant experience having exposure/ awareness of PR strategies.
- Should be good in people management practices, good command over communication and an affluent collaborator.
- Sound knowledge of architectural concepts, design practices & ethos of the company.
- Awareness of the industry and knowledge about organizational PR techniques/ practices that suit the industry.
- Should have hands on experience of implementing PR activities/ requirements for the organization.
- Must have basic understanding of various PR Analytics to assess the impact of the social media posts/ updates on website etc.

ADDITIONAL DUTIES & ACKNOWLEDGEMENT:

I have received a copy of my job description and I understand requirements of the position. I also understand that I am expected to follow any other job-related instructions & duties as directed by my Reporting Manager.

Employee Signature/ Date:.....

Reporting Manager's Signature/ Date:.....