

# **Assistant Manager - PR**

## **About Smartworks**

In less than 3 years since our inception Smartworks today is India's largest provider of agile workspaces with a footprint of more than 2 million Sq Ft across 20+ locations in 9 cities (Delhi-NCR, Kolkata, Bangalore, Mumbai, Hyderabad, Chennai and Pune) catering to more than 300 organizations across large enterprise, SME's and start-ups including the likes of Jaguar Land Rover, Microsoft, Hitachi, Swiggy, Rivigo and Lenovo to name a few. With demand for agile workspaces growing rapidly across Tier 1 & Tier 2 cities, Smartworks is targeting 5 million Sq Ft of managed office space over the next three years.

## **Responsibilities**

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g. marketing, sales) and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts, etc.)
- Prepare and distribute press releases
- Organize PR events (e.g. open days, press conferences)
- Seek opportunities for partnerships, sponsorships, and advertising
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

## **Qualifications**

5-6 yrs of PR experience in a fast-paced corporate, start-up or agency

Graduate or Post Graduate in any stream or professional qualification in the field of public relations or marketing communication

