



TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

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Ref. No: TIAS/TP/Campus/Notice/2023-24/173

Date:06.02.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 07/02/2024.

Link to Apply:- <https://forms.gle/rLCsoPH9FR38Vth89>

Company Name:- Litost India Infotech Pvt Ltd

Eligibility:- BBA/BAJMC-2024 Passing Year

Profile:

- **PR and Media Manager** - Salary – 1 – 3lpa
- **Sales Candidate** - Salary – 1- 6lpa

Company Description

(1)Job description for PR and Media Manager

Company Description

Litost India Infotech Pvt Ltd is more than just a creative agency, we are dream weavers who turn visions into reality. Join our limitless journey and help us Design Tomorrow, Today!

Role Description

This is a full-time on-site role for a Press and Media Manager at our Noida location. As a Press and Media Manager, your day-to-day tasks will include managing media relationships, developing and maintaining our company's brand image, creating and implementing PR strategies, and working closely with our marketing team to ensure seamless campaigns that reach our target audience.

Qualifications

- A Bachelor's degree in Communications, Public Relations, Marketing, or a related field
- Should have excellence in PPT preparation
- Should have prepared quotation at efficient level
- Should know how to professionally reply to a proposal

- Should know how to prepare excellent report
- 1+ years of experience in the field of PR/media relations
- A proven track record of successful media outreach and story placement
- Excellent verbal and written communication skills
- A team player with strong leadership skills
- The ability to adapt to a fast-paced environment and work under tight deadlines
- Experience with digital marketing platforms, social media, and Google Analytics is a plus
- A creative and strategic mindset, with a focus on innovation and problem-solving

Salary – 1 – 3lpa

2).Sales

CandidateSkills required:-

- 1) Have knowledge of 360 Media relations
 - 2) Should have complete knowledge of Signage and Branding, Hoarding Branding, TV branding,Lift Branding,
 - 3) Should have complete knowledge of Newspaper branding
 - 4) Should have complete knowledge of Digital Marketing
 - 5) Should have complete knowledge of TV Ads
 - 6) Should have complete knowledge of PR and Media (Celebrity PR)
- Salary – 1- 6lpa

All the best

Thanks & Regards,



Dr. Nivedita
Head - Training and Placement Cell