

DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY

DSEU Dwarka Campus, Sector-9, Dwarka, New Delhi-110077

RECRUITMENT FOR THE POST MANAGER -PUBLIC RELATIONS

Govt. of Delhi had enacted Delhi Skill and Entrepreneurship University Act 2020, Department of Law, Justice and Legislative Affairs vide its notification No. F.14(65)LA-2020/CONS2LAW/82-91 dated 26th May, 2020 has published this Act for general information (Delhi Act of 04 of 2020) conveying the assent of Hon'ble Lt. Governor of Delhi dated 26th February, 2020. An Act to provide quality education in applied sciences and skill education in various disciplines of education and to take advantage of demographic dividend; design and impart skills-oriented programmes to address the challenges of developing, trained and employable human resources for national growth.

The Delhi Skill and Entrepreneurship University (DSEU) is looking for experienced and dynamic Professionals for its public relations team.

MANAGER - PUBLIC RELATIONS

1	Name of Position	Manager -Public Relations
2	Number of Positions	1 (One)
3	Method or Recruitment	Contract based through open market
4	Age limit	Candidate should be below 55 years of age as on the date of advertisement
5	Period of contract	One Year (may be extended further based on discretion of the University)
6	Remuneration (per month)	Rs. 1,00,000/- to Rs 1,25,000/-
7	Education qualification	<u>Essential</u> First class Masters in Mass Communication/Journalism/PR/English & Communication Studies or MBA (HR) with minimum 55% marks from the recognized institute of university
8	Experience	5 Years minimum experience in the relevant field
9	Job Description/ Requirements	<ul style="list-style-type: none">● Create with innovative and engaging public relations and media camps● Collaborate with other teams such as academic, partnerships, Infrastructure and design to create promotional content.● Write, edit and review all media content and press releases.● Handle any PR related issue that may arise● Maintain good relationships with media

		<ul style="list-style-type: none">● Study PR trends and use best practices.● Regularly submit PR reports.● The Public Relations Officer shall be responsible for ensuring that the University and its activities, achievements are communicated appropriately to both the internal and external public.● He/she shall handle all internal communication, research and Information Services including marketing, branding & media liaising.● He/She shall be responsible for gathering news and feature information within the University, planning, drafting and writing press releases, feature articles, fact sheets, background material and other copy material for use in internal and external communications.● The PRO Officer will have a specific responsibility for developing comprehensive internal communications, writing, commissioning and editing material for the University brochure/magazine and the website, as well as coming forward with new imaginative initiatives to improve the flow of relevant information to and between staff.● He/ she shall seek new and creative opportunities to exploit the considerable potential of DSEU with the objective of raising the public profile of the University across all its disciplines, as well as enhancing the University's reputation with better public awareness of its goals, achievements and development, in accordance with the strategic objectives of the University. He/she shall also perform other related duties and special projects as assigned or directed by the VC, Pro VC & the Registrar
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