



Apparel Export Promotion Council
Apparel House, Sector-44, Institutional Area, Gurgaon

Apparel Export Promotion Council (AEPC) invites applications for the post of 'Sr. Public Relations Officer / PRO' for its Head Office at Gurgaon on following criteria:

Position	Sr. Public Relations Officer /Public Relations Officer
Qualification	Master's Degree in Mass Communication or Degree & PG Diploma in Communication/Public Relations/Journalism
Minimum Work Experience	8-10 years relevant work experience
Age	Up to 45 years
Key Responsibilities	<ul style="list-style-type: none"> ✓Strengthen the profile of AEPC amongst opinion influencers, policy makers, domestic and export apparel industry. ✓Tracking all relevant notifications including Trade data, RBI data, DGFT, Excise, Customs and Service Tax etc. ✓Building a strong media relations across India. ✓Managing updated list of journalist of all the major newspapers /TV Channels and other electronic media. ✓Liaising with HODs / Key spokesperson/Regional Offices and keep track on all events for generation of press release and content development for website ✓Researching, writing and distributing press release and collation the media coverage. ✓Organizing press conference and media management in other AEPC events. ✓Content Development, management and proper use of all in - house publications like magazine, studies, speeches, articles and annual reports ✓Maintaining and updating information on the organization website ✓Creating and managing speaking opportunities for management
Other Skills	<ul style="list-style-type: none"> • Possess excellent command over English & Hindi languages • Must have good presentations and relationship management skills

The said position is on fixed term contract basis and is subject to renewal on the satisfactory completion of the contract period. Interested and eligible candidates along with their complete bio-data may apply within 10 days for the date of the release of the advertisement to: GM(HR), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122003 (Haryana). Email id: careers@aepecindia.com