



## Apparel Export Promotion Council

(Sponsored by Govt. of India, Ministry of Textiles)

Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003

Apparel Export Promotion Council invites applications for the post of **Public Relation Officer (PRO)** for its Head Office. The job criteria is as follows:

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| <b>Job Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Public Relation Officer (PRO)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Qualification</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Master's Degree in Mass Communication or Bachelor's Degree and PG Diploma in Communication/Public Relations/Journalism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Age</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Up to 45 years                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Work Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 6-10 years relevant work experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Key Responsibilities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>○ To strengthen the profile of the Council amongst opinion influencers, policy makers, domestic and export apparel industry</li> <li>○ Drafting and publishing advertisements, studies, speeches, articles etc.</li> <li>○ Developing national and international media connects to promote AEPC's visibility nationally and globally. To have good network with financial and mainline dailies of metros as well as other major regions</li> <li>○ Creating and managing speaking opportunities for management. Managing the PR aspect of a potential crisis situation</li> <li>○ Liaising with the ministries/key spoke persons/HoDs/Regional offices and tracking on all events for generation of press release and content development for social media etc.</li> <li>○ Researching, writing and distributing press release. Organizing press conferences and managing media in other AEPC events Collating and analyzing media coverage</li> <li>○ Planning, developing and implementing PR strategies to widen the brand presence of AEPC and Indian Apparel Sector at national and international forums.</li> <li>○ Content Development, designing, editing, publishing, circulating and management of all in-house publications like AEPC magazine etc.</li> </ul> |
| <b>Other Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>● Possess Excellent command over English and Hindi languages</li> <li>● Must have good presentations and relationship management skills</li> <li>● Possess good knowledge of MS Office and must have in-depth knowledge of all the social media platforms</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>The said position is on fixed term contract basis initially for two years, subject to renewal on the satisfactory performance during the contract period. Interested and eligible candidates may apply along with their latest bio-data, within 15 days from the date of release of this advertisement to – GM (HR), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector 44, Gurugram (Haryana) – 122003 at email ID <a href="mailto:careers@aepecindia.com">careers@aepecindia.com</a>.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |