



PUNJAB PUBLIC SERVICE COMMISSION

JOB DESCRIPTION FOR THE POST OF DEPUTY DIRECTOR (MEDIA MANAGEMENT) (LUMP SUM) CASE NO 50RH2021.

MAIN RESPONSIBILITIES AND TASKS

1. To develop and implement all targeted content for various media platforms
2. To research, write proofread and edit all media content, implement and manage media campaigns, and deliver public relations and communications
3. Expected to possess superb ability to work comfortably under pressure in a fast-paced environment.
4. Demonstrate a wide degree of creativity and latitude with a keen interest in shaping an organizations image and values through appropriate communication to the outside world.
5. Identify press opportunities through evolving issues.
6. Develop content for dissemination via press releases, social media, websites and other distribution channels.
7. Ensure that key messages align with vital business strategies.
8. Serve as the organization's media liaison and formal spokesperson.
9. Conduct press conferences and briefings.
10. Scan media marketplace to keep up to date on the latest media trends.
11. Monitor online and offline campaigns, and report on results.
12. Negotiate with media channels to close competitive deals.
13. Build and manage the organization's social media profile and presence.
14. Promote additional projects to support to support new product launches.
15. Build long-term relationships with media influencers.
16. Appropriately manage the organization's media budget.

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