

## ABOUT GCMMF LTD

Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF Ltd), popularly known as 'AMUL', is India's largest food product marketing organization with an annual group turnover of Rs. 80,000 Crore.

GCMMF is a unique organization. It's a body created by Farmers, managed by competent professionals, serving a very competitive and challenging consumer market. It is a true testimony of synergistic national development through the practice of modern management methods. To know more about us, please visit: [www.amul.com](http://www.amul.com).

## JOB DESCRIPTION

<b>Position</b>	Executive
<b>Function</b>	Corporate Communication
<b>Location</b>	Corporate Office, Anand (Gujarat)
<b>No of Position</b>	01 (One)
<b>Major Accountabilities</b>	<p>The candidate shall be an integral part of PR &amp; Corporate Communication team at our Head Office. S/he will be responsible for strategizing and managing the brand narrative in corporate media, handling crisis communication, managing social media for Amul and creating content for leadership. Additionally, this position will be required to enhance the brand's image and communication efforts. S/he will be responsible for developing and implementing PR strategies and tactics. The major responsibilities include;</p> <ul style="list-style-type: none"><li>• Planning of PR campaigns, events, and programs, including budgets</li><li>• Writing press releases, company news, and other materials in English, Hindi and Gujarati.</li><li>• Building and maintaining relationships with journalists, editors, influencers, and other media contacts</li><li>• Organising events like press conferences, exhibitions and press tours</li><li>• Managing and sharing content on social media sites</li><li>• Managing the PR aspect of potential crisis situations</li><li>• Creating and managing promotional materials such as brochures, handouts, direct mail leaflets, promotional videos, and photographs</li><li>• Developing and maintaining a desired corporate image and promote it through advertising.</li></ul>
<b>Candidate Profile</b>	<p>The candidate should be first class graduate/ postgraduate in journalism or mass communication with 5-7 years of relevant work experience in PR agencies or corporate communications, preferably with a high-traction/high-visibility brand. The candidate should have experience in strategizing and managing brand narratives and crisis communication.</p>

<b>Required Skills and Competencies</b>	<ul style="list-style-type: none"> <li>• <b>Content Writing:</b> Exceptional writing skills to create compelling content for various communication channels.</li> <li>• <b>Strategic Thinking:</b> Ability to develop and implement effective communication strategies.</li> <li>• <b>Media Relations:</b> Strong network and ability to build and maintain media relationships.</li> <li>• <b>Crisis Management:</b> Skilled in handling crisis situations and developing effective communication plans.</li> <li>• <b>Stakeholder Management:</b> Proficient in managing relationships with various stakeholders.</li> <li>• <b>Social media:</b> Understanding of social media trends and ability to manage executive social media presence.</li> </ul>
<b>Experience</b>	Minimum 5-7 years of relevant work experience in PR / Corporate Communication
<b>Language Proficiency</b>	Must have proficiency in Gujarati, Hindi and English Languages
<b>Approx. CTC (per Annum)</b>	13.00 to 17.00 Lacs (Remuneration will be commensurate with qualification and experience)
<b>How to apply</b>	Forward updated CV at <a href="mailto:vacancy@amul.coop">vacancy@amul.coop</a> Last date to apply is 25.07.2024