



- ❖ Position - Marketing Coordinator/PR
- ❖ Experience - 5-8 years
- ❖ Compensation - Best in industry
- ❖ Open Positions - 2
- ❖ Location - Gurugram

We are seeking an experienced and enthusiastic Marketing Coordinator/PR professional to join our team. This role is perfect for a go-getter with 3-5 years of experience in marketing coordination and public relations. As a Marketing Coordinator/PR, you will play a crucial role in managing our brand's image and engaging with media outlets through various channels. Your persuasive skills and excellent communication abilities will be essential in securing media partnerships and promoting our organization effectively.

Eligibility Requirements

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Proven track record of 3-5 years of experience in marketing coordination and public relations.
- Strong interpersonal skills with the ability to build relationships and network effectively.
- Excellent written and verbal communication skills, including persuasive writing and public speaking.
- Demonstrated ability to work under pressure and meet tight deadlines.
- Strong organizational and project management skills, with a keen eye for detail.
- Proficiency in using social media platforms and monitoring tools.
- Familiarity with PR and marketing software and tools.
- Self-motivated and proactive, with a can-do attitude and the ability to take initiative.
- Creative thinker with the ability to generate unique and compelling story angles.
- Flexibility to adapt to evolving priorities and work in a fast-paced environment.

Job Description & Responsibilities

- Developing and executing marketing and PR strategies to enhance brand visibility and awareness.
- Coordinating and managing media relations, establishing and nurturing relationships with journalists, influencers, and media outlets across multiple channels.
- Creating compelling content for press releases, media pitches, and promotional materials.
- Liaising with internal stakeholders to gather information and insights for effective communication with media representatives.
- Monitoring and tracking media coverage and PR activities, providing regular reports and analysis to management.
- Proactively seeking out media opportunities and pitch story ideas to secure media coverage.
- Collaborating with cross-functional teams to align marketing and PR efforts with overall business goals.



ViviRooms

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- Organizing and managing events, press conferences, and media interviews to maximize media exposure.
- Staying updated on industry trends and competitive landscape, identifying opportunities for strategic PR initiatives.
- Monitoring social media platforms and engaging with the audience, responding to comments, messages, and inquiries promptly and professionally.
- Supporting the creation and execution of marketing campaigns, including online and offline channels.

About us

We are a women-led e-commerce platform, offering a concept that will revolutionise the online shopping experience. With an estimated launch in 2023, we will provide customers a chance to shop for clothes in a never before seen way. Phase one will focus on launch in the Indian market.

ViviRooms is part of London based Euromax Capital (www.euromaxcapital.com) among which includes the most innovative & promising Artificial Intelligence enabled Biometric Software Platform, Products & Solutions designing organizations Biocube Technologies (www.biocube.ai).

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