



**SREE CHITRA TIRUNAL INSTITUTE FOR MEDICAL SCIENCES & TECHNOLOGY  
THIRUVANANTHAPURAM—695 011, INDIA.**

(An Institute of National Importance under Govt. of India)  
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**APPLICATION FOR SELECTION TO THE POST OF  
PUBLIC RELATIONS OFFICER ON CONTRACT**


Applications are invited from Indian Nationals for filling up the post of Public Relations Officer on Contract having the following qualification and experience:

1. Qualification & Experience : 1. Degree in any discipline 2. Masters in Journalism/PG Diploma in journalism. 3. Minimum 12 years experience in Public Relations and communications. (Also see the job description attached.)
2. Job description/requirement : See the detailed job requirement attached.
3. Nature/Period of employment : Initially for a period of one year
4. No. of vacancy : 1+ Panel.
5. Age limit as on 30-11-2017 : Not above 50 years.
6. Monthly Consolidated Remuneration : ₹45,000/- (Negotiable - depending on experience)
7. Last date for receipt of application : 22-11-2017

Interested candidates may apply alongwith bio-data showing all details including experience, copies of certificates in proof of age, qualification, experience etc. super scribing the envelope "Application for the post of PRO on contract" to the Director, SCTIMST, Medical College P.O, Thiruvananthapuram, Kerala, PIN- 695 011 to reach on or before 22<sup>nd</sup> November 2017.

Advt.No. P&A.II/390/PRO/SCTIMST/2017 dated 06-11-2017

Sd/-  
DIRECTOR

  
Administrative Officer Gr-I

N/B/website

## **Role Description -Public Relations & Communication Officer**

### **Nature of Employment - Consultant**

### **Background**

Originally established by the Government of Kerala as an advanced centre for medical specialties, Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST) metamorphosed into an Institute of National Importance with the status of a University in 1980 under the Department of Science and Technology, Govt. of India by an Act of Parliament (Act 52 of 1980).

The Institute has three wings - the Hospital, Biomedical Technology Wing and the Achutha Menon Centre for Health Science Studies. Excellent research and teaching facilities are available at these centres. This uniquely poised Institute has a dedicated team of clinicians, scientists and engineers devoted to high quality biomedical research and developing technologies in health care with emphasis on cardiovascular and neurological diseases.

The institute intends to hire a public relations and communication officer to enhance the image of the institute and create outreach for its scientific work through strong media and other stakeholder relations internally and externally.

### **Requirements for Role**

The successful candidate for this employee role will have 12+ years' experience in Public Relations and Communications, ideally working for a leading national Public Relations agency /Corporate for at least 5 years with a journalistic background of minimum 2 years in Kerala. The candidate should be fluent in Malayalam and English and should have extensive media relations in Kerala and connections to key national media based at Bangalore, Delhi and Mumbai. The candidate should possess sound knowledge of how media entities work at various editorial levels and access to senior editorial members.

### **Key Internal Relationships**

- Reports directly to the Director of SCTIMST, and is located at Trivandrum
- Receives Functional guidance from department Heads
- With TiMED manages the technical and research experts to ensure connect with the scientific community
- Manages external communication agencies, if required.



## **Media**

- Develops and implements media engagement strategies to enhance SCTIMST's branding, positioning and visibility.
- Includes responding to local, national and trade media inquiries and proactive outreach as required, undertakes such activities consistent with the vision and mission of the institution.
- Builds and manages media relationships and engagements at the state level.
- At National level, particularly with the health, pharma, technology, research, innovation and start up beats.
- Keeps all key stakeholders closely informed of emerging media issues and trends; provides timely counsel.
- Oversees planning and developing organization's brand and communications collaterals, including advertising, and advice on brand guidelines and visual identity standards.
- Write press statements, releases and develops content for the press
- Provides guidance to external PR agencies and event companies as required.
- Should be able to proactively respond during crisis management and counsel the Institutes leadership and sensitise the employees.

## **Stakeholder Relations & Issues Management**

- The other major focus of the Communication officer's role is to develop and implement strategies and plans to support the smooth functioning of the Institute, its research division and the hospital services
- Develops and extends an effective contact network across media, government, community and relevant interest groups.
- Supports advocacy with the State and National Government in New Delhi and engagement with other influencers and opinion-formers, including but not limited to elected representatives, trade unions and associations, other corporations, think tanks, the scientific community, international organisations, academia, the voluntary sector / NGOs and informed publics.

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