



**TransKarachi**  
*Operator of the Karachi Breeze System*

<b>POSITION:</b>	Manager Media Relations
<b>EMPLOYMENT TYPE:</b>	Contract
<b>DUTY STATION:</b>	Karachi
<b>NO OF POSITIONS:</b>	01
<b>REPORT TO:</b>	General Manager Operations
<b>SALARY PACKAGE:</b>	Market based competitive salary package and other benefits payable in accordance with the company policy

#### OVERALL ROLE

The Manager Media Relations will lead the creation of executive communication materials and will establish a proactive media relations program to support TransKarachi's corporate and business strategies. He/she will be responsible for all communication and public relations activities and will provide strategic advice and support regarding media, relation with public and clients and corporate communication.

#### KEY RESPONSIBILITIES

The major responsibilities of Manager Media Relations shall include but not limited to followings:

- Ensure the company protects and promotes its image in a proper, coordinated, and consistent manner;
- Develop media and communication strategies and effectively implement to meet objectives of TransKarachi;
- Develop an outreach plan to establish relationships with priority media, schedule and coordinate desk-side media briefings, create or tailor content to support media outreach and develop briefs to prepare executives for these interactions;
- Manage the flow of news about the TransKarachi to the media, gather and disseminate timely information to press and staff;
- Update media contact list, proactively seek for media coverage of projects, activities and events, and respond to information request from local and national media as appropriate;
- Produce regular media advisories, press release, feature articles, OP-ED (opposite the editorial page), rebuttal pieces etc.;
- Develop relationships with national and regional press contacts to ensure the company reputation is promoted and to deflect criticism;
- Act as a media spokesperson on behalf of the company and address questions and complaints;
- Identify 'Breeze' promoting opportunities and improve awareness of services and products;
- Ensure that TransKarachi communications are effective, targeted and credible internally and externally to its staff, public transport users, government departments and its stakeholders;
- Identify all major stakeholders related to the system and maintaining a contact directory;
- Create content to support TransKarachi business objectives;
- Develop and articulate key messages related to the system;
- Preparing outreach materials to communicate key system messages with different stakeholders, including the news media, public transport users, and the public;
- Manage and direct information sessions with the key stakeholder groups;
- Prepare communication materials including the Company's monthly newsletter, sector bulletins, brochures and promotional material;



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- Lead and monitor implementation of style guide for all external and (where appropriate) internal communications materials;
- Contribute to the development and delivery of communication strategies for events, forums and policy submissions;
- Manage contents of Company's website and social media accounts;
- Maintaining professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies; and
- Perform other related duties as required.

**POSITION REQUIREMENTS**

**1. ATTAINMENTS**

**Qualification**

Master degree in media relations / communications / journalism / publishing / public relations or related discipline from a HEC recognized university. Foreign qualification will be considered an added advantage.

Specialized Training – communication, journalism, mass media, public relations, IT, planning, strategies or any other skills considered relevant for the position.

Active affiliations – membership of recognised Industry or Professional Organisations.

**EXPERIENCE**

At least 10 years of relevant experience including a minimum of 3 years of experience in a similar role is highly desirable.

**2. CORE COMPETENCIES**

- Demonstrated experience in working with media, including creating and issuing news releases, managing media inquiries, serving as a spokesperson, and preparing spokespeople for media interviews;
- Demonstrated experience of preparing and implementing of media and communication strategies, newsletter, sector bulletins, brochures and promotional material;
- Extensive experience of Public Relations in a large organisation including experience of securing media coverage.
- Significant experience in creating presentations, speeches and other materials for senior executives;
- Experience in monitoring and reporting on media coverage, and in seeking corrections of inaccurate coverage;
- Experience of managing web site and social media as an effective tool for communication for an organisation;
- Ability to handle media queries and respond accordingly.
- Ability to deal politely and tactfully with colleagues and stakeholders.
- Experience of working under pressure and to meet tight deadlines within a team environment.
- Well-presented and business-like; and
- Excellent verbal and written skills in English and Urdu. Sindhi will be considered an added advantage.



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**3. METHOD OF RECRUITMENT**

Direct Recruitment. Selection will be based on merit and competency.

**Application Deadline:** 5pm of 30<sup>th</sup> March 2020.

**HOW TO APPLY:** Interested candidates meeting the above criteria may apply by sending their CV with a cover letter stating their suitability for the post along with filled job application form and attested copies of educational and experience certificates, CNIC, photograph by email to: [hr@transkarachi.pk](mailto:hr@transkarachi.pk).

**Important note for email submission:** Please mention post applied for in the subject line, along with candidate name. Further, we will not accept emails that are more than 3.5 MB in size. If required, segregate your emails to accommodate email data restrictions. For segregated emails please use sequence of emails like Email 1, Email 2 .... in the subject line. For attachment purposes, please only use MS Word, or PDF format.

**Only short listed candidates will be invited for interview. No TA/DA will be admissible for interview**

**TransKarachi is committed to achieving workforce diversity in terms of gender and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.**