

PROFILE OF PR & CORPORATE COMMUNICATION

PR & Corporate Communication is a critical function in supporting and enabling Vedanta Group's business aspirations as one of the world's leading natural resources conglomerate, as well as evolving stakeholder perception for desired brand positioning and greater brand equity.

Interested candidates should have a flair for corporate and creative storytelling across existing and emerging content formats, with demonstrated competency in content research and development, written and spoken communication, strong interpersonal skills and a creative bent of mind. We are looking for self-starters who sport a proactive 'can-do' attitude, can keep up with a steep learning curve and multitask effectively.

The PR & Corporate Communication function in the Vedanta Group and its Group Companies would include the following responsibilities:

- Content research, curation and development – using innovative and emerging communication formats, collaborating with different functions to cull out compelling narratives.
- Executing high-impact communication plans to further the organization's business and brand goals
- Evolving the company's digital and social media presence to reach out to opinion makers
- Internal communication and employee engagement
- Media relations and media management
- Skilfully managing events and PR activities
- Branding and advertising
- Proactively and meaningfully engaging key stakeholders. Tailoring communications to suit diverse stakeholders.
- Positioning the leadership, aimed at building trust, respect and thought leadership for the organization
- Effectively collaborating with PR, Social Media and Creative agencies working for the company
- Inter- and intra-company collaborations for cohesive and harmonious communication strategies
