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PUBLIC RELATION OFFICER

About CRUT:

Capital Region Urban Transport ("CRUT"), erstwhile known as Bhubaneswar Puri Transport Services(BPTS), is the sole public bus service provider for Bhubaneswar and its surrounding area, Cuttack, Khurda, Jatani and Puri etc.; it started operations in October 2010. CRUT is a Special Purpose Vehicle ("SPV"), registered under Companies Act 2013 with 100% shareholding from Bhubaneswar Development Authority, Cuttack Development Authority, Puri-Konark Development Authority and Bhubaneswar Smart City Limited.

Presently, CRUT is going through a phase of complete transformation where the services of CRUT shall be revamped through transit infrastructure improvement (in terms of new fleets, depots, terminals, bus queue shelters etc.), adoption of Gross Cost operation model and installation of Intelligent Public Transit System (IPTS). At the same time it is also creating proper institutional structure to manage everything on its own. CRUT has envisaged to operate its fleets in modernised form, with the induction of 200 new buses, from October 2018. Later, it will gradually raise up to fleet size of total 360 buses from next year onwards and shall have the possibility of becoming a city bus system with approximately 800 - 1000 buses in next 7-10 years.

Position:

The Public Relation Officer is responsible to provide support in creation of CRUT brand, maintain public relation with press, electronic and social media.

Reporting to the General Manager (Persons and Administration), the ideal candidate should have the professional knowledge and prior experience of branding and communication and should be well versed with all kinds of media, communication experience in undertaking similar projects, has familiarity and experience in using various quantitative research approaches and tools, proven excellent analytical and research report writing skills. Public Relation Officer shall be comfortable in managing a complex and very demanding working environment and be open to public accountability and scrutiny for their work.

The Public Relation Officer directly coordinate and manage the fellow staffs from PgMC.

Qualification:

The interested candidate should have Post Graduate degree/ diploma in Mass communication or Journalism or equivalent from a reputed institute with minimum 7 years of experience in Branding and Communication related work in Govt. or Private

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Agencies. Preference shall be given to those who has excellent communication skills in both English and Odia.

Responsibilities:

Strategic Communication and Leadership:

- Assist General Manager (Persons and Administration) and other Sr. Level Officer in making strategic communication decisions.
- Provide leadership support to junior CRUT staff under him so that they are able to find inspiration for better work.
- Cultivate a strong and transparent working relationship with General Manager (Persons and Administration).
- Work collaboratively and strategically with other Managers.
- Advice and support in design and delivery of strategic communication documents.

Branding, Marketing & Communication:

- Advice Programme Management Consultant (PgMC) in preparation of detailed branding and marketing strategy for CRUT.
- Provide technical input to the development of evidence based strategies, programmes, work plans and activities.
- Support the implementation of branding and marketing strategy prepared by Programme Management Consultant (PgMC).
- Liaison with different stakeholders.
- Monitor and manage all the external communication on behalf of CRUT.
- Monitor and report on communication performance matrix on monthly basis.
- Involve in various awareness campaign for creating brand image.
- Verify and approve all the content related to CRUT, before publishing it in press or electronic or social media.
- Support in production and publication of legally compliant newsletters or notice of CRUT to target audience.
- Coordinate with different stakeholder for content generation.
- Manage and maintain the core content of the CRUT official website and other social media handles.
- Participate in discussions, problem solving and priority-setting within CRUT.

Capacity building and Knowledge Management:

- Provide leadership support and coordinate with other staffs of CRUT in building the capacity of CRUT staffs, private sector involved with CRUT, and other stakeholders in communication, strategic information, and documentation.
- Identify strategies for Developing and strengthening the Knowledge Center in the CRUT for effective inter-departmental co-ordination and monitoring

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- Build capacity of the Communication/Branding Personnels from CRUT and PgMC to undertake Desk Review/Appraisal of existing material and resources and set up guidelines

Representation

- Represent CRUT with various Government agencies (whenever required) such as Government of Odisha, Department of Urban Development (MoUD), Bhubaneswar Municipal Corporation (BMC), Bhubaneswar Development Authority (BDA), Bhubaneswar Smart City Ltd (BSCL) and other strategic partners.
- Contribute towards the documentation and dissemination of best practices / best principles through publications and presentations (general, urban development, solid waste management, health and nutrition sector, reports on events, campaigns, newsletters, website management etc.) in consultation and approval of appropriate authorities of CRUT.
- Maintain media relations. Periodically issue press releases and with media's support publish some case studies and best practices in print and electronic media. Also during emergencies, inform and engage with public through media.

Remuneration:

Negotiable. An all-inclusive monthly consolidated remuneration shall be paid for this position depending upon the Qualification, skills, experience and the present pay drawn.

Tenure of Engagement:

The tenure of appointment shall be on contractual basis for a period of minimum 2 years subject to extendable to a further period based on satisfactory performance and can be terminated at any time by giving one month notice without assigning any reason thereof.

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