

Post Name

Public Relations Officer (PRO)

Introduction

GSFC University is incorporated under the Gujarat Private Universities (Second Amendment) Act 2014. The vision behind establishing this distinct University is societal development through relevant and cutting edge knowledge in frontier areas of professional growth. GSFC-U presently offers courses in Engineering, Science and Management with major emphasis on skill development and producing industry ready manpower.

Individuals with strong inclination towards academics and having an innovative approach to develop industry- ready talent are invited to join our endeavor.

Explore a wide spectrum of opportunities ranging from administration to academics at GSFC University.

The recruit shall be responsible for managing the University's public relations and communications functions. Specifically, the Public Relations Officer (PRO) will oversee media relations, promote academic and research achievements, organize outreach and promotional programs, and ensure consistent, accurate, and positive messaging across all communication platforms — including print, digital, and social media channels.

Roles & Responsibilities

1. Media and Public Relations

- Build and maintain strong relationships with media houses, education correspondents, and digital platforms.
- Draft and distribute press releases, news articles, and media kits highlighting University events, research breakthroughs, and student achievements.
- Organize press conferences, media briefings, and campus tours for journalists.
- Handle all media queries and act as the official spokesperson when authorized.

2. Branding and Image Building

- Promote the University's image as a center of excellence in science, technology, and management education.
- Develop and implement communication strategies to enhance institutional reputation nationally and internationally.
- Oversee branding consistency in marketing materials, signage, digital content, and events.

3. Digital and Social Media Management

- Manage the University's official website and social media channels (LinkedIn, X/Twitter, Facebook, Instagram, YouTube).

- Create engaging content showcasing faculty expertise, student success, research projects, and industry collaborations.
- Track engagement metrics and report insights for improvement.

4. Event Coordination

- Plan and coordinate major University events — seminars, convocations, conferences, foundation program, townhall meeting, and alumni meets.
- Support Schools of Science, Technology, and Management in organizing academic events, exhibitions, and outreach programs.
- Liaise with sponsors, government agencies, and corporate partners for event collaborations.

5. Internal and External Communication

- Maintain smooth communication between University administration, staff, students, and external stakeholders.
- Prepare newsletters, bulletins, and annual reports highlighting key developments.
- Facilitate communication for collaborations, MoUs, and community engagement projects.
- Regularly review and update all information on INFOPLEX to ensure accuracy, relevance, and alignment with current trends.

6. Crisis and Reputation Management

- Monitor media coverage and public sentiment about the University.
- Manage responses to misinformation or crises swiftly and professionally.
- Develop and update crisis communication protocols.

Qualification

Diploma or Bachelor's or Master's degree in **Mass Communication, Public Relations, Journalism** or related field.

Experience

- Minimum **3–5 years** of experience in public relations, corporate communications, or higher education communications.
- Experience in managing academic or research-related PR preferred.

Skills

- Excellent written, verbal, and interpersonal communication skills.
- Strong media and social media management skills.
- Ability to handle multiple projects under tight deadlines.
- Strategic thinker with creative storytelling abilities.

Reporting	● Familiarity with academic environments and technical terminology Director (Administration) & Provost
Remuneration	Pay and other remuneration shall be commensurate with skills, qualification, experience and market trends. The salary shall have following components - A. The core salary B. PF as per applicable statutory norms C. Gratuity as per the prevailing laws D. Annual increment based on performance evaluation conducted under the Performance Management System (PMS) policy.
Other Benefits	● Group Medclaim Insurance Policy and Group Personal Accident Policy ● Treatment at GSFC Medical Center on applicable terms
Selection Procedure	Stage 1 - Written Ability Test HR will conduct a written ability test of all present candidates. As a part of the procedure, you will be required to write an application/Essay/Paragraph on a given topic. This test shall comprise a weightage of 50 marks which will be required to be completed in 20 minutes. This test is to analyze the content for grammar, punctuation, and handwriting. The committee will assess the content at the time of selection procedure. Stage 2 –Personal Interview Interviews of the short listed candidates will be conducted by the committee members. HR shall also share Case Study/Assignment through mail in advance. The candidate is expected to complete the given case studies in PPT form and submit the same in advance or on the interview date. This case study is specially designed to gauge the candidate’s skills, competencies & how he/she approaches tasks and solves emerging issues relevant to his/her field. The solved case study will be extensively discussed with the committee members during the interview (if required).
Tenure of Appointment	The shortlisted candidate shall be given a regular appointment of 5 years. Initially, he/she will be on a probation/observation period of 1 year. The appointment may be extended/ renewed based upon the assessment of performance in accordance with the Performance management policy i.e. PMS for Non- Teaching staff.

Location

Vadodara, Gujarat.