

BIHAR VIKAS MISSION

Job Description



1. General Information	
Position Title:	Mass Campaigns& Events Expert
Reports to:	Principal Secretary – IPRD Department
Department/Domain:	Bihar Vikas Mission
Job Code:	
2. Organization Chart	
<pre> graph TD PS[Principal Secretary] --- MCE[Mass Campaigns & Events Expert] </pre>	
3. Key Accountabilities	
<p>Event Planning & Management</p> <ul style="list-style-type: none"> Conceptualize and plan mass campaigns and events based on promotion and campaign needs of State and different Departments Plan mass public outreach programs and campaigns to promote State and concerned Department schemes and initiatives and / or engage and collect public feedback Drive management of all logistics pertaining to campaigns and events (e.g. booking hotels & tickets, securing catering, installing booths etc.) to ensure flawless and efficient execution of events Organize and oversee Government and Department employee participation in campaigns and events and coordinate across business lines Oversee all associated activities on the event day to ensure that all undertaken tasks are implemented efficiently and cost-effectively Ensure that feedback on PR events is constantly and consistently collected Lead selection and negotiation with major vendors ensuring the terms and conditions are favourable to the Government and/or Department requirements 	
<p>Activities Planning</p> <ul style="list-style-type: none"> Develop and gain agreement to short and medium term campaign plans and programs including the types and occasions that are planned together with accompanying media plans for release at press conferences Maintain an updated calendar of events programmed including type of event, date, expected participants, protocol requirements, venues availability, and estimated costs Supervise team to prepare the mailing lists and the invitations to the appropriate event guests in order to ensure that lists are up-to-date and invitations are ready for dispatch when required Guide preparation of variety of publications, materials and programs for events in conjunction with the Media & Public Relations team 	

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Public Relations

- Implement PR strategies in order to enhance State's image
- Ensure that guests and invitees are assisted in visits, tours and functions to ensure that all guests are attended to in a courteous and efficient manner enhancing positive impression of the State
- Liaise with internal media teams to ensure proper coverage of State and different Departments campaigns and events by national and international media

Team Management

- Attract, lead, coach, develop employees, provide feedback and ensure staffing within own team
- Drive the media and communication training for all spokespersons and other concerned team members and brief them on the State, Government and Department messaging

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national best practices, in order to facilitate cost optimization and productivity improvement

Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as directed and required

4. Qualifications and Experience

Essential

- Bachelor's degree in any discipline
- Minimum 12 years of post-qualification experience in event management/ campaign management/ marketing with at least 5 years of experience in conceptualising, planning and organizing two way nation-wide/state-wide communication, promotion and outreach campaigns and events
- Minimum 3 years of experience in designing and implementing events / campaigns for state / central government / bilateral / multilateral organizations

Preferred

- Less than 70 years of age as on 1st January 2017
- Master's degree in Mass Communication / Public Relations
- Relevant certificate / diploma in event management from a Government of India recognized institute
- Honors/ Awards/discourses / recognized publications in relevant area will be an added advantage

5. Knowledge and Other Skills

- Strong interpersonal and negotiation skills
- Fluency in written and spoken English and Hindi
- Excellent knowledge of public relations, and event management procedures and techniques
- Proven ability to manage high profile Public Relations and Marketing events
- Good knowledge of fundamentals of brand building & communication development
- Good vendor management skills