



JOB DESCRIPTION

POST - Tracking Executive

Job Purpose:

- A channel mix of the Media, capturing and updating on daily basis.
- Needs to be aware of current affairs happening in the PR domain.
- Able to establish relation as to the clientele and their line of business.
- Analytically examine and provide solutions.
- Develop the pipeline of information for existing business. This requires a thorough knowledge of modes of media, the solutions/services the company can provide, and client's competitors, including limitations.

Job Role

- Prospective information/news for potential current clients and trends in the business.
- Coordination with Clients and internal team for news update
- Identify potential news and the determining factors of the same .
- Research and Analytical skills.
- Set up miles stones in Tracking of news from all forms of media.
- Plan , examine and highlighting the points which effect the client and us - as company.
- Participate in providing solutions to the client.
- Handle objections by clarifying, emphasizing what is best for the company and the
- Eliminates the chances of missing any updates or news

Client Retention

- Present new fact and figures and enhance existing relationships.
- Work with technical staff and other internal colleagues to meet customer needs.
- Arrange and participate in internal and external client debriefs.
- Manage and lead PR, event, advertising and social media teams

Research

- Submit weekly progress reports and ensure data is cross verified.



- Ensure that data is accurately entered and managed within the company's CRM or other sales management system.
- Forecast the challenges that can be driven out of the news, present in any form.
- Ensure all team members represent the company in the best light.
- Potential tracking system to be presented and mentoring of business trending
- Understand the company's goal and purpose so that will continual to enhance the company's performance.

Skills: Excellent communication skills, Must know the local language, Should be well familiar social media, Print Media, Audio and Video Media, all the other sources which is part of media for tracking news, Punctual, Time and Target Oriented and a zeal to make career in PR.

Qualification: A graduate or above in any discipline , Fresher can also apply!