



# Institute of Actuaries of India

Statutory body established under an Act of Parliament

Unit No. F-206, 2nd Floor, F Wing, Tower II, Seawoods Grand Central,  
Plot no R-1, Sector 40, Nerul Road, Navi Mumbai - 400706  
+91 22 6243 3333 +91 22 6243 3322

**02 September 2023**

## **Appointment of Public Relations Officer**

IAI, a statutory body established under [The Actuaries Act 2006](#) (35 of 2006) for regulation of profession of Actuaries in India, is inviting applications for the post of “Public Relations Officer”.

<b>Name of the Post</b>	Public Relations Officer
<b>No. of vacancies</b>	One
<b>Age (As on 1<sup>st</sup> August 2023)</b>	Maximum Age – 40 years
<b>Qualifications</b>	Graduate/Post Graduate in communications, public relations, marketing, or a related field with 60% aggregate marks from a reputed Institute. Advanced degrees or certifications are a plus
	Experience in brand management, positioning, and maintaining a consistent brand image. Knowledge of educational industry trends and emerging marketing practices. Preference shall be given to the candidates who have familiarity with accreditation processes and quality assurance in the education sector.
<b>Experience</b>	A minimum total experience of 5 years in project coordination and management.
<b>Emoluments and Benefits</b>	Negotiable. Please indicate emoluments last drawn and expected.



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## What is expected?

Develop and execute a strategic communication plan that effectively conveys the importance of accreditation to internal and external audiences.

Liaison with universities/institutes and craft compelling narratives that highlight the benefits of accreditation in enhancing educational quality and institutional credibility.

Build and maintain positive relationships with Universities/Institutions, faculty, students, alumni, parents, and other stakeholders.

Serve as a liaison between the university or institute and other stakeholders, facilitating clear and accurate communication.

Address inquiries, concerns, and requests from stakeholders in a timely and professional manner.

Create a wide range of content, including press releases, articles, blog posts, videos, infographics, and social media posts, to communicate accreditation achievements and developments.

Organize and promote events, seminars, webinars, and workshops that educate stakeholders about the accreditation process and its impact.

Develop strategies and messaging for addressing potential accreditation-related challenges or negative narratives.



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<b>Preferred Knowledge and Skill Requirement</b>	<ol style="list-style-type: none"><li>1) Excellent written and verbal communication, analytical and interpersonal skills: Proficiency in all MS Office applications, particularly MS Excel and Word</li><li>2) Able to interact with senior management professionals within and outside of the relevant industries</li><li>3) Strong organizational skill, multi-tasking and time-management abilities. Problem management skills and Analytical thinking.</li><li>4) Proficiency in digital communication tools, social media platforms, and content creation.</li></ol>
<b>Term</b>	Appointment is on a full-time basis
<b>Selection Procedure</b>	<p>The candidate will be shortlisted based on knowledge, skill and other criteria. The selection procedure of shortlisted candidate shall be;</p> <ul style="list-style-type: none"><li>• Written test</li><li>• Personal interview</li></ul> <p>Selection will be based on the performance in the written test and personal interview.</p>
<b>How to apply</b>	<p>Kindly submit your application to Ms. Shreya More, HR at <a href="mailto:ea@actuariesindia.org">ea@actuariesindia.org</a></p> <p>Last date of submission of application is 15 September 2023</p>