Position: Senior Consultant –Science Communications **Position Code: CON-44**

No of Positions: 01 (One)

Duration: The engagement is contractual initially for a period of one year and extendable based on performance and need of Department.

Consolidated Fee: The consolidated fee for consultant shall be Rs. 1,25,000/- per month.

Job Description: BIRAC is seeking a passionate and experienced professional to join our team as Senior Consultant-Science Communications. The incumbent will play a critical role in developing and executing science communication strategies to promote BIRAC's initiatives, achievements, and contributions to the biotechnology sector.

Key Responsibilities:

- Develop and implement a comprehensive science communication strategy aligned with BIRAC's mission, objectives, and target audience.
- Create engaging and informative content, including press releases, articles, blogs, social media posts, newsletters, and multimedia materials, to communicate BIRAC's activities, programs, and impact to diverse stakeholders.
- Collaborate with internal teams to identify and prioritize key messages and themes for communication, ensuring consistency and alignment with organizational goals.
- Proactively identify media opportunities and develop relationships with journalists, bloggers, influencers, and other media contacts to secure coverage of BIRAC's initiatives and achievements.
- Manage BIRAC's digital and social media platforms, including website, LinkedIn, Twitter, Facebook, and YouTube, to disseminate information, engage with stakeholders, and build a strong online presence.
- Coordinate and support the organization of events, workshops, webinars, and other outreach activities to promote BIRAC's programs and initiatives.
- Provide strategic guidance and support to internal stakeholders on science communication best practices, messaging, and content development.

Essential Qualifications: Master's degree or equivalent in communications, journalism, public relations, science communication, or a related field.

Desirable Qualifications: PhD or additional qualifications in biotechnology or life sciences preferred.

Experience: Between 11 to 19 years with minimum of 10 years of experience in science communication, public relations, media relations, or related roles, preferably in the biotechnology or life sciences sector.

Key Competencies:

- Strong writing, editing, content creation skills, with an ability to distil complex scientific information into clear and compelling messages for diverse audiences.
- Proven track record of developing and implementing successful communication strategies and campaigns, including digital and social media initiatives.
- Excellent interpersonal and networking skills, with the ability to build and maintain relationships with internal and external stakeholders.
- Creative thinker with a passion for science, innovation, start-up and incubation ecosystem.
- Ability to work effectively in a fast-paced, collaborative environment and manage

▪ Monitor and analyze media coverage and social media metrics to evaluate the effectiveness of communication efforts and identify areas for improvement. ▪ Stay informed about trends, developments, and best practices in science communication, and incorporate innovative approaches and tools to enhance BIRAC's communication efforts. ▪ Ensure compliance with relevant policies, guidelines, and regulations related to communication and media relations.	multiple projects simultaneously with minimal guidance **Maximum Age**: 50 Years as on closing date of vacancy.