

Position: Senior Consultant – Communications and Outreach		Position Code: CON-66
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: The Senior Consultant – Communications & Outreach will provide strategic leadership and execution support for BIRAC's communication, branding, public outreach, and stakeholder engagement initiatives. The consultant will be responsible for developing and implementing integrated communication strategies to enhance BIRAC's visibility, showcase the impact of its programmes, strengthen stakeholder engagement, and position BIRAC as a leading innovation and biotechnology ecosystem enabler.		
Key Responsibilities: - Develop and implement a comprehensive communication strategy aligned with BIRAC's mission, objectives and target audience. - Develop content for press releases, articles, blogs, social media posts, newsletters, and multimedia materials, to communicate BIRAC's activities, programs, and impact to diverse stakeholders. - Support leadership communication, including speeches, presentations, talking points, keynote addresses, and official messages. - Manage creative agencies, media agencies, designers and digital communication partners. - Develop creative campaigns using diverse formats to highlight BIRAC impact and initiatives. - Track engagement analytics and recommend strategies to improve reach and stakeholder engagement of BIRAC. Prepare and review periodic reports on media coverage, digital engagement, campaigns, and communication outcomes. - Coordinate media interactions, press conferences, interviews, and press releases. - Manage reporting from the Department for various Government portals and requests received from other agencies. - Lead production of branding materials, exhibition collateral, promotional content, and audio-visual communication assets. - Proactively identify media opportunities to secure coverage of BIRAC's initiatives and achievements.		Essential Qualifications: Master's degree or equivalent in Biotechnology, Life Sciences, Communications, or a related field relevant to science communication or innovation management. Desirable Qualifications: PhD or additional qualifications in biotechnology/life sciences preferred. Experience: Post qualification, between 11 to 19 years with minimum of 5 years of experience in science communication and reporting, media relations, or related roles, preferably in the biotechnology or life sciences sector. Experience in working with Government organizations, public sector institutions, autonomous bodies, research organizations or innovation ecosystem is preferred. 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. - Knowledge of digital media, social media management, and communication analytics. - Familiarity with AI-enabled communication tools. - 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.

▪ Coordinate and support the organization of events, workshops, webinars, and other outreach activities to promote BIRAC's programs and initiatives. ▪ 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.	- Ability to work effectively in a fast-paced, collaborative environment and manage multiple projects simultaneously with minimal guidance Maximum Age: 50 Years as on closing date of vacancy.
---	---

**The total number of vacancies indicated in this advertisement may increase/ decrease/ cancelled, if need so arises at the discretion of BIRAC.