

Positions: Associate Consultant -Communications and Outreach		Position Code: CON-67
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 Associate Consultant shall be Rs.75,000/- per month.		
Job Description: BIRAC is seeking a passionate and experienced professional to join our team as Associate Consultant-Communications and Outreach. The incumbent will play a critical role in developing and executing communication strategies and outreach activities to promote BIRAC's initiatives, achievements, and contributions to the biotechnology sector.		
Key Responsibilities: - Develop and implement a comprehensive communication strategy aligned with BIRAC's mission, objectives, and target audience. - Assist in creation of 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. - Manage and monitor 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. - Monitor and analyse 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.		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 or life sciences preferred. Experience: Associate Consultant: Post qualification, between 3 years to 10 years with minimum 2 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, 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. - Excellent interpersonal and networking skills, with the ability to build and maintain relationships with internal and external stakeholders. - Familiarity with AI-enabled communication tools. - 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 multiple projects simultaneously with minimal guidance. Maximum Age: 45 Years as on closing date of application.

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