



Public Affairs Forum of India

## **Job Description: Marketing Associate**

### **About Public Affairs Forum of India (PAFI)**

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[Public Affairs Forum of India \(PAFI\)](#) serves as the primary platform for corporate public affairs practitioners in the country. Our members lead public policy initiatives for approximately 110 major Indian and global companies. PAFI was started as an informal group in 2008 and was subsequently registered as a not-for-profit society.

PAFI's objectives include aligning businesses, society, and the Government on long-term priorities, fostering trust between industry and stakeholders, helping implement innovative regulations, and developing the necessary talent to navigate evolving trends.

As a cross-sector networking platform for public affairs professionals, PAFI provides opportunities for interaction and networking with policymakers, peers, and stakeholders. Its offerings include closed-door dialogues, interactive panel discussions, seminars, an Annual Lecture, and an Annual Forum. The theme and cluster-based groups within the PAFI membership help enhance engagement with external stakeholders.

### **About the Role**

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We are looking for a talented **Marketing Associate** for engagement and communications. The role involves working closely with the Executive Director and office bearers to foster engagement with members and support marketing initiatives, content creation and social media.

The job entails supporting the leadership in organising events, content creation, social media engagement and co-ordination, as per department goals and plans. Additionally, it requires being watchful of trends and requirements.

The goal is to reach out to our members, current and potential, and support them in ways that strengthen our reputation and growth.

### **Responsibilities**

- Support, coordinate, and oversee communication campaigns (email, social media, etc.) and events.
- Support research and analysis to evaluate trends, awareness, and monitoring of initiatives.
- Write copy for diverse marketing distributions (brochures, press releases, website material, etc.)
- Maintain relationships with vendors to ensure collaboration in promotional activities.
- Support managers in preparing budgets and monitoring expenses.



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### **Qualifications and skills**

Our ideal candidate will be able to interpret customers' behaviour and suggest creative ways to increase brand awareness. If you have excellent communication skills and a passion for advertising strategies, we want to meet you.

- Bachelor's degree in Marketing, Business Administration, or a related field would be welcome.
- Proven work experience as a Marketing Executive, Marketing Coordinator, or similar role.
- Basic knowledge and familiarity of traditional and digital marketing tools
- Computer skills, including proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and other office automation tools.
- Strong written and verbal communication skills.
- Attention to detail.
- Team player with excellent interpersonal skills. Should be able to work with the team and independently.
- Strong organisational and time management skills.
- Ability to multitask and prioritise tasks effectively.

**Note:** This job description is a general outline of the required responsibilities and qualifications of the position. It may evolve, and other duties may be added or assigned depending on the necessities of the organisation.

### **Location**

National Capital Region. Some travel to other cities may be involved.

### **To apply**

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Please email your details along with your resume, one well-researched writing sample on a topical issue pertaining to public policy (not more than 1000 words) and two references to **careers@pafi.in**. **Mention the position name in the subject line of the email.** Applications will be considered on a rolling basis.

Only shortlisted candidates will be contacted. Shortlisting will be followed by two rounds of interviews and a written assignment.