

EMPLOYMENT NOTIFICATION No.03/2016

Andhra Pradesh Capital Region Development Authority::Vijayawada

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Rc.No.HR/802/2016

dt.14.03.2016

Notification is hereby issued for the following positions in APCRDA, Vijayawada on contract. Online applications are invited from eligible candidates for the following post.

No	Name of the Position	No. of Posts	Educational Qualifications	Experience in relevant field in years
1	Public Relations Officer	1	Graduation and Masters in Mass Media / Corporate Communications	10

Please refer to APCRDA website for competencies required for the above position. Online applications is available in the website www.crdap.gov.in. Only online applications are accepted. The online applications can be submitted from 16.03.2016 to 26.03.2016.

For further details please visit the web site www.crdap.gov.in

Date: 14.03.2016
Place: Vijayawada

Sd/- Dr Srikant Nagulapalli
Commissioner
APCRDA, Vijayawada

Code	Job Type	Applicable Groups
J41	Public Relations Officer	Communication

TASKS

- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Write press releases or other media communications.
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.
- Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of CRDA's accomplishments, agenda.
- Study the objectives, promotional policies, or needs of CRDA to develop public relations strategies that will influence public opinion or promote ideas, products, or services.
- Coach client representatives in effective communication with the public or with employees.
- Update and maintain content posted on the Web.
- Confer with other managers to identify trends or key group interests or concerns or to provide advice.
- Prepare or edit organizational publications, such as employee newsletters or stockholders' reports, for internal or external audiences.
- Coordinate public responses to environmental management incidents or conflicts.

KNOWLEDGE

- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

- **Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- **Clerical** — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

SKILLS

- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Speaking** — Talking to others to convey information effectively.
- **Coordination** — Adjusting actions in relation to others' actions.
- **Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.
- **Time Management** — Managing one's own time and the time of others.
- **Writing** — Communicating effectively in writing as appropriate for the needs of the audience.
- **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- **Persuasion** — Persuading others to change their minds or behavior.
- **Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

ABILITIES

- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Speech Clarity** — The ability to speak clearly so others can understand you.

- **Written Expression** — The ability to communicate information and ideas in writing so others will understand.
- **Speech Recognition** — The ability to identify and understand the speech of another person.
- **Written Comprehension** — The ability to read and understand information and ideas presented in writing.
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Near Vision** — The ability to see details at close range (within a few feet of the observer).
- **Problem Sensitivity** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- **Inductive Reasoning** — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

TOOLS & TECHNOLOGY

Tools

- **Desktop computers**
- **Laser printers** — Computer laser printers
- **Notebook computers** — Laptop computers
- **Photocopiers** — Photocopying equipment
- **Special purpose telephones** — Multi-line telephone systems

Technology

- **Data base user interface and query software** — Cision CisionPoint; Google+ [*](#); LinkedIn [*](#); Oracle software
- **Graphics or photo imaging software** — Adobe Systems Adobe Photoshop software; Apple iPhoto
- **Video creation and editing software** — Apple Final Cut Express; Apple

QuickTime; YouTube [*](#)

- **Web page creation and editing software** — Blogging software; Facebook [*](#); Podcasting software; Website management software
- **Web platform development software** — Cascading Style Sheets CSS; Hypertext markup language HTML; JavaScript