

COMMUNICATIONS & PR LEAD | FOR A NEW AGE REAL ESTATE CONSUMER BRAND LOOKING TO DISRUPT THE INDUSTRY

OUR BUSINESS:

Founded five years ago, on the sole thesis that real estate needed to be done differently in India, Tribeca is a contemporary and vibrant real estate brand that brought the Trump Organization to India and pioneered the concept of branded residences.

We have 5 projects and over 5 million square feet of projects under development with a gross sale value of over INR 6,500 cr. We also have a INR 500 Cr. housing platform tie-up with HDFC for the development of mid income projects, which puts us right in the league of the most trusted and valuable developer brands of our time.

With a bunch of incredibly talented, hungry, bright and passionate folks on the team: IIT, IIM, Wharton and SPA toppers, industry stalwarts, we are looking to leave a dent in the real estate segment and making the world a better place to live in.

LOOKING FOR:

- A corporate story-teller and a communications and public relations expert
- Someone to nurture and develop our company's image
- Incredible copy writing skills and the ability to create content for print, digital, social, magazines etc.
- A professional with great media relationships

WHO YOU ARE:

- A master story teller with a background in PR, marketing communication and copy-writing
- Strong grip on Social Media
- Ability to understand organizational goals and create effective strategies to meet the same
- Experience in handling media, writing press releases, organizing press conferences, seminars etc.
- Self-starter, deadline oriented, inquisitive with great follow up and reporting skills
- Strong written and verbal communication

WHAT YOU WILL DO:

- Lead the PR function for Tribeca Corporate and our other real estate projects
- Create a short-term and long-term communication road map to achieve organization goals
- Ideate on story pegs and create engaging content for all media vehicles
- Measure the effectiveness of the initiatives undertaken
- Respond to requests for information release from media
- Build relationships with thought leaders to grow industry awareness
- Observe industry trends and any innovations happening in this space
- Monitor, analyze and communicate results to the leadership team

WHAT YOU GET:

A chance to lead the Communications & PR front of an international lifestyle brand and to work with a company that will fundamentally disrupt one of the largest industry segments in the country and the world. You will get a competitive base compensation, that's amongst the best in the profession.