

## **Madras School of Economics**

(Recognised an Institution of Special Importance by the Govt of Tamilnadu)

### **Advertisement for Full-Time Placement Officer–cum–Public Relations Officer (PRO)** (Contractual Appointment)

Applications are invited for the position of **Placement Officer–cum–Public Relations Officer (PRO)** at **Madras School of Economics (MSE)**, Chennai, an advanced institution for undergraduate, postgraduate education and research in Economics and allied disciplines.

#### **Qualifications**

- Full-time Bachelor's Degree in Human Resource Management, Business Administration or related discipline from a recognized institution.
- Master's Degree with at least **55% marks** in Marketing, Human Resources, Communication or related field from a recognized University.

#### **Key Responsibilities**

##### **1. Placement & Corporate Relations**

- Build and maintain relationships with corporates, industries, research organizations, government agencies and alumni for placements and internships.
- Organize campus recruitment drives and coordinate employer interactions.
- Develop and maintain recruiter and corporate databases.
- Identify new recruiters and strengthen industry partnerships.

##### **2. Student Career Support**

- Guide students in preparing resumes, CVs, cover letters and placement profiles.
- Conduct career guidance, interview preparation and communication support.
- Coordinate with faculty for student profiles, placement statistics and placement brochures.

##### **3. Recruitment & Industry Engagement**

- Coordinate recruitment processes including job postings, aptitude tests, interviews and selection activities.
- Organize guest lectures, workshops, seminars, industrial visits and industry interaction programmes.

##### **4. Public Relations & Communications**

- Manage institutional communications, media relations and press releases.
- Coordinate advertisements with print, digital and social media.
- Handle publicity for institutional achievements, programmes and events.
- Maintain relationships with media organizations and monitor media coverage.

## 5. Digital Media & Branding

- Manage MSE's website, LinkedIn and other social media platforms.
- Develop and publish promotional content highlighting academic programmes, placements, faculty achievements and institutional activities.
- Coordinate preparation of brochures, promotional materials and branding initiatives.
- Represent MSE in education fairs, admission campaigns and outreach programmes.

## 6. Documentation & Administration

- Maintain placement records, reports, recruiter databases and alumni information.
- Coordinate with academic and administrative departments.
- Maintain records relating to industry collaborations, events, media activities and advertisements.
- Perform any other duties assigned by the competent authority.

## Experience & Skills

- Minimum **8–10 years** of relevant experience in placement, corporate relations, public relations, branding or institutional communications.
- Experience in campus placements, recruitment coordination, industry engagement and event management.
- Strong communication, networking, negotiation and organizational skills.
- Experience in handling websites, social media and digital communications.
- Proficiency in computer applications.
- Experience in higher educational or research institutions will be an added advantage.

**Age Preference** : Preferably below **40 years**.

## Remuneration & Tenure

- **Consolidated remuneration:** Rs.75,000 per month.
- **Tenure:** One year on contract, extendable by another year based on performance and institutional requirements.

**How to Apply** : Interested candidates may send their detailed bio-data along with the names and contact details of **two or three referees** to:

### **The Director**

Madras School of Economics  
Gandhi Mandapam Road, Chennai – 600025  
**Email:** recruitment@mse.ac.in

**Last date for submission of applications: 31 July 2026**

July 09, 2026

S/d  
Director