

A Media Manager Responsibilities and Duties: A Synopsis

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Abstract

A manager is person of managing the capacities as per the span of manger. Media manager is the for the development and managing the communication forces through defining the boundary of particularization , this study is based on the secondary sources that relates with published articles and books. The objective of the study is to particularize the responsibilities and duties of media manager. It has been raveled on the basis of the the observatory information there found some mentionable points that a media manager always drives to implement the communication efforts. The duties and responsibilities of the media are comprehensively describes the area of main focusing of media manager.

Keywords: Media, Manager, Communication, Duties and Responsibilities

Media manager Area of Roles and Responsibilities:

The Media Manager who is responsible for managing, developing and driving the media communications activity through the particularization of the media span and communication. A media manager has some of roles and responsibilities from the many perspective of media management.

Planning and organizing: to raise the media activities there need better formulation of media activity particularly the area there need to raise the awareness level m trigger the business and boost up the business .For the better effectiveness of all media communication there need strategic alignment and integration at overall sense there only key position who can play persistent role like media manager.

Inventiveness and problem solving: media manager need to execute the campaign through maintaining the proper channel of communication and give the better solution at the strategic sense handling the contingency basis problem particularly in press. Furthermore in the case of decision making there media management require to use the best technique and tools to advise on the regards of media trend and practices.

Decision making: Consistency of expression in relevant media that ensure the key message implication, it is responsible for controlling or checking the draft , reviewing copy, monitoring the appropriateness and somehow need amendments that should be evaluated by the media manager

Oral and written communication: By any means media manager mandatory need to keep the communication channel through upwards basis and somehow with the team of application , manager need to give the where appropriate, advise on promotional activity and the content, tools and tactics together with the Marketing Department . Also manager communicates the external parties or supplies somehow in written but probably oral approach is havoc required. Proper write, content mahjong, finalization of online publication and press there manager follows written communication

Service Delivery: Accountable for the delivery of rapid responses to media enquiries, delivery of coverage and development of strategy in partnership with Director & Corporate Communications. take full responsibility and accountability for drafting media materials, including releases, statements, quotes and briefing documents ensuring accuracy, appropriate sign off, appropriate placement and

Team Development: To line manage the Media Officer, providing guidance to enable effective delivery of full remit of responsibility and providing challenging duties in order to stretch and empower. Furthermore leading the informal training support to team around talents and skills e.g. social media, press, web editing

Conclusion

A media manager performing the benchmarking actives and evaluate the results for measuring the success that outcomes gives the best possible business benefits. A media man agreement try to give better recommendation of marketing management and does the work to maximize the effectiveness' of development. In the case of research and brand team management there media management optimize the investment as per the concentrative look of media management and planning. To keep update the latest technologies and give the new technologies interpretation there media manager play vital role. Actually to develop the full fledged of understanding and measuring of evaluation standards media manger keeps herself /himself busing with the managing budget and implementation.

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