

## **TERMS OF REFERENCE**

- Planning, Strategizing and Executing PRIMEs public outreach
- Handling of PRIME Social Media Profiles (Facebook, Instagram, LinkedIn)
- Content writing on various Entrepreneur Success Stories & Allied Topics
- Coordination with various Service Providers for outreach and promotion related activities  
e.g. influencers, TV/radio stations, music bands, printing.
- Coordination with external Design Team for creation of visuals etc.
- Documentation of Events & other related PRIME activities
- Handling of Blog and Content on PRIME Website