POLITICAL STRATEGIST

Job Ref. No: #JDMPR3479

2025 - 2026

- **Company Name** : Moris Media Private Limited
- **Designation** : Political Strategist
- **Job Type** : Full Time
- **Industry** : Public Relations and Communications Services
- **Department** : Political PR & Strategy Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Political Strategist in India. This job may require you to operate in a hybrid work setting, contributing both on-site during campaign phases and remotely for strategic planning and client consultations. **As India's leading Political PR and Digital Reputation Management agency, Moris Media empowers political parties, leaders, and social figures to communicate with precision, credibility, and consistency through research-driven storytelling and data-backed strategies.** The **Political Strategist** will serve as a **central advisory authority** responsible for shaping **campaign direction, defining reputation architecture, and building long-term public trust** for political clients.

This role demands a **deep understanding of political ecosystems, public sentiment, and media landscapes.** The Political Strategist will **conceptualize campaign vision, translate political objectives into communication frameworks, and ensure synchronization between digital, field, and media operations.** Working closely with **campaign managers, policy advisors, and creative teams**, the strategist will **design cohesive narratives** that align with **voter psychology, emerging issues, and electoral timelines.**

The position involves **real-time monitoring of public opinion, issue prioritization, and stakeholder engagement** while ensuring each campaign move reflects **authenticity and strategic foresight.** The strategist will **guide clients through alliance decisions, media positioning, and crisis response,** ensuring each communication touchpoint strengthens **credibility and influence.** From **shaping speeches and digital narratives to advising on press outreach and public positioning,** this role serves as the **backbone of Moris Media's political advisory ecosystem.** The ideal candidate will **merge analytical insight with communication artistry,** ensuring every campaign—local or national—achieves **measurable impact, emotional connection, and sustainable public trust.**

Primary Responsibilities

- **Campaign vision & roadmap:** Define the overarching campaign direction and break it into clear phases, milestones, and deliverables.
- **Messaging framework:** Translate political objectives into concise message architectures that guide speeches, press notes, and digital content.
- **Issue prioritization:** Rank and revisit priority issues using research inputs and ground feedback to keep the agenda relevant.
- **Narrative alignment across channels:** Ensure one coherent storyline across on-ground events, media appearances, and digital platforms.
- **Stakeholder mapping & alliance counsel:** Advise on coalitions, outreach, and partnerships; assess risks and

benefits before commitments.

- **Media strategy & placements:** Shape story angles, oversee key op-eds and statements, and coordinate with media teams on timing and framing.
- **Digital coordination:** Work with digital leads so online campaigns mirror strategic messaging and respond to audience signals.
- **Crisis communication:** Lead rapid response planning, enforce message discipline, and coordinate with legal and media counterparts.
- **Research integration:** Commission and interpret polls, focus groups, and field reports; convert findings into actionable adjustments.
- **Competitive and sentiment tracking:** Monitor rival moves, public mood, and coverage trends; brief clients and teams with timely insights.
- **Field integration:** Equip regional teams with localized talking points and ensure ground activities reflect core narratives.
- **Cross-functional liaison:** Maintain alignment among content, design, media, digital, and field workstreams; resolve conflicts quickly.
- **Client advisory & reporting:** Present strategic options with rationale, capture feedback, and translate decisions into execution plans.
- **Scenario planning & contingencies:** Model alternate paths for shifting contexts and prepare playbooks for high-impact moments.
- **Performance tracking & optimization:** Set communication KPIs, review progress at defined intervals, recommend pivots, and document learnings.

Required Skills

- **Strategic communication expertise** with proven ability to craft and adapt political messaging across diverse platforms and audiences.
- **Strong understanding of political landscapes, electoral behavior, and media ecosystems** within Indian and regional contexts.
- **Analytical mindset** capable of interpreting data, polls, and field research into actionable campaign insights.
- **Exceptional verbal and written communication skills** for policy articulation, narrative framing, and stakeholder engagement.
- **Confidence and clarity in public interaction**, maintaining professionalism during client briefings, media coordination, and on-ground engagements.
- **Experience in political campaigning or public affairs** between **2 to 7 years**, ideally within PR, communications, or strategic consulting environments.
- **Ability to guide and collaborate with cross-functional teams**, ensuring alignment between media, content, and field operations.
- **Competence in reputation and crisis management**, providing sound judgment under time-sensitive or high-pressure situations.
- **Proficiency in message design and media relations**, including drafting statements, press releases, and strategic advisories.
- **Comfortable using digital communication tools** and platforms to track performance metrics, social sentiment, and narrative reach.
- **Adaptability in fast-changing political contexts**, capable of revising strategies in response to shifting sentiment or developments.
- **Sound research orientation**, capable of synthesizing insights from surveys, public feedback, and political reports.
- **Presentation and client advisory proficiency**, delivering briefings, reports, and proposals in structured, insight-led formats.

- **Consultative and persuasive personality**, with the ability to influence decision-making through logical, data-backed reasoning.

- **Willingness to travel** for constituency visits, campaign assessments, and leadership coordination as part of hybrid operations.

Qualifications & Experience

Qualification
• Bachelor's or Master's in Mass Communication, Political Science, or PR.
• Certification in media, public communication, or campaign management.
• Strong written and verbal communication skills.
• Understanding of political landscape and digital PR tools.
• Analytical mindset with focus on detail.

Experience
• 2–7 years of experience in PR, politics, or campaign strategy.
• Work history with political agencies or outreach projects.
• Exposure to on-ground and constituency campaigns.
• Track record of meeting strict deadlines during campaigns.
• Experience collaborating across multi-disciplinary teams.

Personality Type – Consultative & Strategic
• Strategic Thinker: Plans beyond the immediate campaign wins.
• Team Builder: Guides and mentors junior staff effectively.
• Result-Oriented: Delivers measurable outcomes with professionalism.
• Adaptable: Manages diverse clients and evolving projects.
• Growth-Minded: Continuously seeks new learning and skills.
• Resilient: Maintains calm during campaign stress and crises.
• Travel-Ready: Comfortable traveling for campaign assignments.

Travelling Requirement
This hybrid role requires periodic field and on-site work aligned with campaign phases.
Candidates should be ready to travel within India for constituency visits, press events, and leader coordination when needed.

Requirements for Hybrid Setup
• Quiet, dedicated workspace for team calls and meetings.
• High-speed, consistent internet connectivity.

- Laptop or desktop with webcam and microphone working.
- Headphones for clear voice communication.
- Willingness to work in office or field as per schedule.

Salary

Salary is negotiable depending on profile and experience, to be finalized post interview based on responsibility and project scope.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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