

# Dhun

We aspire to create a blueprint for the future of living. A future that synthesizes the best that regenerative ecologies, collective human consciousness, and exponential technologies have to offer.

Our first prototype Dhun, Jaipur is a 500 acre multi-generational, mixed-use development on a biological reserve.

It is a microcosm built from the inside out, which considers the needs of the local ecology, the community, the individual, and finally the sustainability and efficiency of its systems, in that order.

Dhun is designed to house communities of the passion economy - purpose-driven people seeking a lifestyle of continuous learning, regenerative prosperity, and holistic wellbeing, enabling them to maximize their truest potential.

So far, we transformed 500 acres of desert wasteland into a thriving ecosphere - we planted 270,000 trees, built water structures that harvest over 400 million liters of rainwater, and developed 85 acres of organic farms and food forests. <https://youtu.be/vWYI7GvCcY0>

## **We are looking for a PR & Marketing Head:**

- Ability to lead and work in an evolving & high growth potential setup.
- Great understanding of and ability to execute pull marketing strategies.
- Create and run a PR & Marketing strategy that helps establish our brand equity as the most preferred & desired product offering in India and in the world.
- Hustle to build a media network globally and utilize the current network to pitch PR stories or collaborate on things that they care about
- Drive engagements with PR partners and stalwarts in the industry to co-create content
- Leading content strategy & creation for existing and upcoming mediums
- Build connect & engagement with investors & potential investors on all platforms
- Campaign strategy, calendar management & content direction on various digital platforms like Facebook, YouTube, Instagram, LinkedIn, Twitter, etc.
- Analysing media coverage and making data-backed recommendations on improving visibility
- Utilize Analytics to analyze and monitor the effectiveness of various aspects of the campaign such as community, traffic, conversations and engagements, leads, and conversions.
- Commissioning or undertaking relevant market research/syndicated research, staying updated on new promotional opportunities
- Ability to use data to build strong PR narratives, and capture marketing opportunities

And also has the following:

- Strong media relations in India is a must. International media relations is an added advantage.
- Excellent communication (verbal & written) skills
- High attention to detail
- Should be adept at crisis management
- Strong knowledge of digital media and current local/global trends in media consumption
- Should have business acumen, remarkable analytical skills & good interpersonal skills

10-12 years of experience.

Interested people are requested to share their updated work profile and resume on [connect@dhun.life](mailto:connect@dhun.life)