



## **Public Relation – Marketing Communication Manager**

### **Job brief**

We are looking for a Public Relation – Marketing Communication Manager (PR – Marcomm Manager) to nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.

### **Responsibilities**

- Develop a marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

### **Requirements**

- Proven working experience in a Public Relation Manager, Marketing Manager, or similar role
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Exceptional writing and editing skills
- Solid experience with social media
- Event planning experience
- BA/MA degree in Marketing, Advertising, Communications or a related discipline preferred