

## Public Relations Manager

Words At Work is looking for a relationship builder and strategic thinker/doer for its growing Public Relations team. Our next PR Manager must be a self-starter who wants to flex their developing leadership muscle and isn't afraid to dive into the deep end to execute on any level of a campaign. This role will develop and execute strategic public relations strategies that achieve clients' KPIs, apply best practices of public relations and maintain client accounts. Over time, the PR Manager will listen and understand the client's needs to ultimately grow the relationship (and the overall PR book of business) through impactful results.

## Responsibilities

### Media Relations:

- Develop and finalize drafts of internal and external documents: pitches, news releases, talking points, fact sheets, bios, agendas, basic newsletter and website content, creative briefs
- Lead accounts and strategize to create public relations plans for clients
- Provide strategic insight and expertise on integrated PR, marketing and social media campaigns that address client challenges and goals
- Hold and cultivate excellent relationships with media on the local, regional, and national levels across all mediums to deliver results on behalf of all clients
- Monitor media coverage and report results to our team and clients
- Handle clients' organic social media accounts such as their Twitter, Facebook, or LinkedIn page, overseeing posts, image creation, and channel growth
- Participate in and conduct media training sessions and media interviews
- Publicize our agency

### Departmental Contributions:

- Play an instrumental role in the growth of Words At Work's public relations division
- Ability to problem-solve, inspire, and brainstorm for team and client success
- Establish and manage client communications regarding budgets and invoices
- Participate in PR and social team meetings to align public relations goals, measure success, identify areas of concern and implement solutions
- Write marketing deliverables, including blogs, e-books, white papers, videos, web copy, ads, presentations, press releases and brand messaging documents
- Think conceptually and provide direction/input for designers, developers, and video teams
- Stay current with industry topics/trends that are relevant to our clients
- Maintain strong client loyalty through customer service and strong creative/content
- Consult with clients to develop brand awareness, demand generation and sales enablement strategies

## Qualifications

- 5+ years of experience, agency experience preferred
- Bachelor's degree in public relations, strategic communications, marketing and/or communications
- 3+ years of leading client-facing interaction and management of strategic public relations, marketing, or communications strategies

- Strong understanding of media landscape and earned media strategies, and experience developing relationships with local regional and national media
- Strong project management and budgeting skills
- Strong written and oral communication skills
- Ability to successfully manage multiple projects simultaneously

### **About Words At Work**

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients use us as a full-service marketing agency. They can also look to us for selected services, such as brand strategy, content marketing, website development, sales enablement, demand generation, social media and public relations.

Our compensation program includes market-competitive salaries, a generous bonus plan based on company and individual performance, and a 401(k) retirement plan with match. Employee medical, dental, vision, disability, and life insurance premiums are 100% employer paid, as well as employer contributions towards family monthly premiums.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact [careers@wordsatwork.com](mailto:careers@wordsatwork.com).

*Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.*